

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LV.

NEW YORK, MAY 9, 1906.

No. 6.

THE INDIANAPOLIS STAR

CONTINUES TO BEAT ALL ADVERTISING RECORDS

161.6 Columns

OF PAID ADVERTISING

Was the unprecedented volume carried in Sunday's issue, April 22. This business represents regular run of copy in a regular edition and was secured without special effort from regular contract advertisers.

The nearest approach to this record in either a regular or special edition by any other Indianapolis paper was 156.5 columns, based on 20-inch measurement, made during the month of April by one of The Star's evening contemporaries.

ADVERTISERS GET RESULTS

If it did not pay to advertise in The Star, the same advertisers and a large number of new ones (many of them using The Star exclusively), would not continue to help The Star break records. The real facts are—if you want to cover the Indianapolis field The Star is indispensable—both Daily and Sunday.

The Indianapolis Star, with 88,000 daily circulation, The Muncie Star, with 27,000 daily circulation, and The Terre Haute Star, with 20,000 daily circulation, make up **THE STAR LEAGUE**. These three papers are read daily in nearly one-third of the homes of the entire State of Indiana.

GENERAL OFFICES OF THE STAR LEAGUE,
Star Building, Indianapolis, Ind.

C. J. BILLSON, Tribune Bldg., N. Y. City, Eastern Rep.
JOHN GLASS, Boyce Bldg., Chicago, Western Rep.

IN INDIANA THE FARM STAR IS THE ONLY WAY

In the agricultural field. Having recently absorbed the **FARM AND HOME SENTINEL**, Indianapolis, **THE FARM STAR** is now giving the advertiser the benefit of a circulation of 75,000 copies each issue, the cream of both lists, without any advance in rates, 20 cents a line flat. **THE FARM STAR** circulation in Indiana is more than double that of any other Indiana farm paper. Forms close 10th and 25th of each month.

Address

W. FRANK DUNN,
Foreign Representative,
1318 Tribune Building, Chicago.

FARM STAR,
Indianapolis, Ind.

THIRTY-EIGHTH YEAR

The 1906 Issue

READY MAY 21

PURCHASERS of this edition of Rowell's American Newspaper Directory are advised to preserve it carefully for future use, for this particular volume will become more valuable in the few years that follow, because it will be the last issue to contain a reiteration of all the varying circulation ratings accorded to all the newspapers for the preceding sixteen years. In future issues the Key will be out of use, the letter ratings will disappear, and the plain story about every paper will be told in plain words. The Directory for 1907 will have a condensed résumé of the past ratings, but the whole detailed story, as shown in the present issue, will often prove of marked value to advertisers whose contracts are for such considerable amounts as to make welcome to them everything that throws light upon the stability of the circulation of a newspaper under consideration.

***Cloth and gold, over 1,500 pages. \$10 net cash.
Sent carriage paid upon receipt of price.***

Send Your Order Now

Address, with check, THE PRINTERS' INK PUBLISHING COMPANY, Publishers, 10 Spruce Street, New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LV.

NEW YORK, MAY 9, 1906.

No. 6.

THE MAY MAGAZINES.

No development in magazine advertising of recent years has taken such a strong hold on publishers as that of classified departments. Dozens of monthlies have established classified sections since *Everybody's* began. The May classified section in that magazine comprises seventeen pages. There are 651 separate announcements in this department. Real estate leads with three pages, there is a half page of bonds and mortgages, nearly a half page of attorneys and patent lawyers, three-fourths of a page of business equipment, typewriters, etc., nearly two pages of business opportunities, nearly two pages of things for the home, a quarter page of machinery announcements, three pages of high-grade help wanted (salesmen, etc.), and departments devoted to schools, colleges, business courses, clothing, automobiles, books, teachers, stamps and coins, seeds and poultry, music, hotels, pianos and pets. In one way this growth is remarkable. In another way it isn't. Increase of display advertising in magazines has been so great that the advertisement measuring less than a quarter page has come to be at a disadvantage. Smaller display ads have been seen chiefly because they were grouped together—the beginnings of a classification. It is no more than natural that many hundreds of business men and other persons should want to avail themselves of the great magazines' national circulation. A formal classification of want ads offers them the opportunity. PRINTERS' INK once ventured to

predict that the logical development of magazine advertising would make classification necessary, simply because the astonishing growth of magazine business pointed to a time when advertising sections would be too large to be consulted if a random grouping were adhered to; also that cost of space, ever increasing with circulation, would put the magazines out of the reach of many advertisers who could not afford to buy the large spaces necessary for attracting attention. The quick responses of the public to *Everybody's* new department, and the tendency of other publishers to copy it, seem to bear out this prediction. Magazine classified is now the tail to the dog. In a few years it may be the dog. The publisher who counts on twenty to thirty per cent of the gross as cost of soliciting business will find it interesting to reflect that it costs practically nothing to drum up these small ads, once a department is well under way. On top of that comes another reflection—that only a small proportion of them carry an agent's commission. A third morsel of food for thought is the fact that the bulk of classified advertising is cash with order. And as a fourth consideration, it has been demonstrated by newspaper experience that no class of business, once secured in good volume, sticks so closely or persistently to a periodical as classified. For years the *Outlook* carried classified business as a matter of course. When *Everybody's* jumped into the field, however, a wide campaign of advertising was immediately undertaken for the new de-

partment. While other magazine publishers are just starting their departments, advertising them in their own pages, *Everybody's* has gone into general exploitation. The result is, more classified business is now carried in *Everybody's* than in all the others put together. An excellent start has been gained. It will undoubtedly be maintained. For the publication that carries the most classified is the one most read, and therefore most profitable. The start gained by *Everybody's* may mean permanent leadership in a field that, in the next few years, is likely to come in for much attention from every magazine publisher.

* * *

One of the important events of last month was the meeting in New York of the A. N. P. A. directors to talk over ways of securing for newspapers their normal increase of advertising. It is undoubtedly true that the daily newspaper has shown a slighter margin of increase in the past ten years than any other medium. To infer that this has been due to magazine competition, however, seems poor reasoning. Increase in billboard and bulletin advertising has been even more remarkable than magazine growth.

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR MAY.

(Exclusive of Publishers' own advertising—asterisks [*] indicate magazines that state their advertising space is sold only for cash.)

	Pages	Ag. Lines
*Motor (cols.).....	269	44,946
*Country Life in America (cols.).....	242	41,699
*McClure's.....	170	38,242
Review of Reviews.....	151	33,889
*Everybody's.....	149	33,376
Munsey's.....	137	30,800
Scribner's.....	134	30,108
Harper's Monthly.....	123	27,621
*Cosmopolitan.....	122	27,384
Sunset (April).....	120	26,880
*Ladies' Home Journal (cols.).....	133	26,660
*Century.....	116	25,984
System (April).....	116	25,984
American Magazine.....	106	23,744
Good Housekeeping.....	103	23,072
Outing Magazine.....	91	21,131
*Delineator (cols.).....	154	20,636
Reader.....	87	19,623
Success (cols.).....	115	18,776
Pacific Monthly (April).....	82	18,539
Out West (April).....	78	17,584
World's Work.....	78	17,528
Woman's Home Companion (cols.).....	84	16,800

	Pages	Ag. Lines
*Four-Track News.....	73	16,352
American Homes and Gardens (cols.).....	90	15,123
World To-Day.....	65	14,579
Ainslee's.....	65	14,560
Ladies' World (cols.).....	68	13,644
Normal Instructor (cols.).....	77	13,130
Pearson's.....	58	13,126
Red Book.....	56	12,544
House Beautiful (cols.).....	83	12,157
Garden Magazine (cols.).....	83	11,995
Harper's Bazaar.....	52	11,768
*Designer (cols.).....	86	11,642
Outdoor Life.....	51	11,500
National Magazine.....	51	11,424
World's Events (cols.).....	64	10,961
Atlantic Monthly.....	48	10,812
*New Idea Woman's Magazine (cols.).....	80	10,788
*Housekeeper (cols.).....	53	10,740
Men and Women April (cols.).....	53	10,649
Technical World Magazine.....	47	10,528
Recreation.....	43	9,810
Appleton's Magazine.....	43	9,646
Metropolitan.....	41	9,184
Suburban Life (cols.).....	54	9,142
Strand.....	47	9,109
Lippincott's.....	39	8,848
Overland Monthly (Apr.).....	39	8,848
House and Garden (cols.).....	55	8,061
Argosy.....	34	7,616
Etude April (cols.).....	44	7,366
Popular Magazine.....	32	7,168
*Woman's Magazine (cols.).....	41	7,160
All-Story Magazine.....	29	6,583
Gunter's Magazine.....	29	6,496
Theatre (cols.).....	38	6,442
Farming (cols.).....	44	6,341
Home Magazine (cols.).....	37	6,131
Bookman (April).....	26	5,936
Tales.....	24	5,376
Pilgrim (cols.).....	26	5,201
Scrap Book.....	22	5,100
Smith's Magazine.....	22	4,728
Smart Set.....	21	4,740
Benzer's Magazine April (cols.).....	21	3,887
*St. Nicholas.....	14	3,304
Monthly Story Magazine..	12	2,688

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR APRIL.

(Exclusive of Publishers' own advertising—asterisks [*] indicate magazines that state their advertising space is sold only for cash.)

Week ending April 7:

	Cols.	Ag. Lines
*Life.....	70	11,116
*Saturday Evening Post... 65		11,050
Collier's.....	61	9,698
Literary Digest.....	59	8,496
Independent (pages).....	34	7,616
Churchman.....	42	6,775
Outlook (pages).....	29	6,496
Vogue.....	36	5,582
*Associated Sunday Magazine.....	29	5,224
*Christian Herald.....	23	4,031
*Scientific American.....	19	3,912
Town Topics.....	10	3,465
Leslie's Weekly.....	15	3,168
*Public Opinion.....	21	2,980
Harper's Weekly.....	16	2,610
Illustrated Outdoor News	9	1,520

Week ending April 14:

Vogue.....	257	40,142
Independent (pages).....	64	14,336
Collier's.....	51	9,690
*Christian Herald.....	50	8,643

(Continued on page 6.)



REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

A good business is seldom the result of accident. It results rather from the correct analysis of a demand actual or possible, the careful nurture of that demand, and the capable handling of the supply;—good gray matter, that is, and an eye for the main chance.

The advertiser who would succeed should not trust to luck in the choice of mediums. Riches and honor hang in balance. Let him search, investigate, and weigh—as he would any other investment. This is the kind of man we want to meet—to talk with him about the SATURDAY EVENING POST.

Work, not luck has made this medium what it is; quality, not luck has made it a paying investment to our clients; careful choice, not luck, will urge you toward the SATURDAY EVENING POST, 750,000 copies each week.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

BUFFALO

	Cols.	Ag. Lines
Literary Digest.....	60	8,613
*Saturday Evening Post...	44	7,501
Churchman.....	45	7,269
Outlook (pages).....	26	5,854
Leslie's Weekly.....	29	5,849
*Associated Sunday Magazine.....	30	5,404
Illustrated Outdoor News	22	3,868
*Scientific American.....	17	3,446
*Harper's Weekly.....	18	2,664
*Public Opinion.....	21	2,940
*Life.....	20	2,815
Town Topics.....	17	2,813
Week ending April 21:		
*Saturday Evening Post..	64	10,908
Collier's.....	51	9,690
Vogue.....	38	5,970
Outlook (pages).....	26	5,824
Literary Digest.....	35	5,052
*Scientific American.....	24	4,922
*Life.....	33	4,716
*Associated Sunday Magazine.....	24	4,328
Independent (pages).....	19	4,256
Churchman.....	26	4,228
Leslie's Weekly.....	28	3,756
*Christian Herald.....	21	3,613
*Public Opinion.....	21	2,995
Town Topics.....	17	2,822
Harper's Weekly.....	13	2,157
Illustrated Outdoor News	9	1,554
Week ending April 28:		
Outlook (pages).....	87	19,573
Vogue.....	71	11,212
Collier's.....	50	9,592
*Saturday Evening Post...	45	7,657
Literary Digest.....	43	6,130
Churchman.....	26	4,230
Independent (pages).....	18	4,032
*Christian Herald.....	21	3,632
*Associated Sunday Magazine.....	18	3,346
Leslie's Weekly.....	15	3,193
Town Topics.....	19	3,184
*Life.....	22	3,145
*Public Opinion.....	21	2,940
Illustrated Outdoor News	13	2,246
Harper's Weekly.....	13	2,179
*Scientific American.....	10	2,100
Totals for April:		
Vogue.....	62,906	
Collier's.....	38,670	
Outlook.....	37,747	
*Saturday Evening Post...	37,116	
Independent.....	30,240	
Literary Digest.....	28,203	
Churchman.....	22,502	
*Life.....	21,792	
*Christian Herald.....	19,919	
*Associated Sunday Magazine.....	18,302	
Leslie's Weekly.....	15,966	
*Scientific American.....	14,380	
Town Topics.....	12,284	
*Public Opinion.....	11,855	
Harper's Weekly.....	9,912	
Illustrated Outdoor News	9,128	

while street cars have also shown notable progress. Ben B. Hampton's opinion, that the newspaper has stood still because of unstable rates and lack of protection to agents (PRINTERS' INK, April 25, 1906, pages 3-7) becomes all the more impressive when it is remembered that billposters and

street-car advertising men have followed the magazines in fixing rates, guaranteeing them, and—in the case of the outdoor men—protecting agents who do creative work. The newspaper is the greatest of mediums in its own field, and as indispensable in that field as any of the other mediums in their own provinces. But it can never be built up by throwing bricks in the back yards of competing mediums. Few bricks have been thrown by the magazine publishers in their building operations, while the outdoor man has been a target rather than a heaver of missiles. Magazine growth says to the newspaper as plain as can be, "Make stable rates, maintain them, protect the agent, clean up."

MAGAZINE NOTES.

Success now appears on the newsstands about the 18th of the month, much earlier than formerly.

With its June issue the *Metropolitan* permanently abandons serial stories, replacing them with short fiction.

The *May Strand* has an interesting article on the famous publishing house founded by Baron Tauchnitz at Leipzig, Germany.

A special issue of the *Scientific American* devoted to concrete, concrete construction, concrete machinery, etc., will be issued May 12.

C. A. McLean has succeeded to the editorial chair of *Smith's Magazine*, replacing Theodore Drieser, who goes to the *Broadway Magazine*.

George R. Ewan, for fifteen years advertising manager of the *Literary Digest*, has taken a similar position with the *Craftsman*, Syracuse, N. Y.

Seattle has a monthly called *Alaska's Magazine*, edited by Leigh D. Bruckhardt, formerly with the *Minneapolis Tribune* and *Seattle Post-Intelligencer*.

The Bobbs-Merrill Company, Indianapolis, publishers of the *Reader*, have bought the *Home Magazine* and *Madame*, recently merged, and the May issue appears under the name of *Home Magazine*.

A novel departure is made in the *May Century* this issue, a "garden number," being almost wholly devoted to the higher side of gardening. The subject is treated historically, architecturally and practically.

Human Life guarantees to make good any loss its readers may suffer through fraud by its advertisers, provided such loss is reported a month from date of issue. It also invites criticism of ads

(Continued on page 8.)

What Local Advertisers Do

is probably the best guide to general advertisers in sizing up the situation in any city.

In Philadelphia The Evening Bulletin

prints each day more local retail store advertisements than any other Philadelphia newspaper, many of these local advertisers use no other paper. They get results economically by concentration; because "*In Philadelphia nearly everybody reads The Bulletin.*"

The circulation of

The Philadelphia Bulletin

is larger than that of any other daily newspaper in the State of Pennsylvania.

Net average for March,

229,790 copies a day.

"The Bulletin's" circulation figures are net; all damaged, unsold free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

See "Roll of Honor" for detailed statement.

with view to eliminating objectionable business.

Under Robert McClure, it is said, *Public Opinion* will be subjected to several mechanical changes and made to resemble *McClure's* in general style. It will still be a weekly, however, and Will Watt is retained as advertising manager.

The *Outing Magazine* reproduces receipts from the postoffice at Deposit, N. Y., showing that in March it mailed the equivalent of 99,245 copies, at one pound the copy, while about 8,000 copies additional were sent out by freight and express.

Readers of the *Theater* are writing to its editor to uphold that magazine's practice of printing advertising on each side of reading columns in its back pages. Their approval is a protest against a reader who objected to having advertising there.

A feature of current issues of *Collier's* is the good showing of educational business. The school directory appears in the last issue of each month from April to September, and special subscriptions for these six numbers are received at thirty cents.

On June 1 the clubbing price of the *Saturday Evening Post* will be withdrawn, while the regular subscription is to be reduced to \$1.50 a year. Heretofore it has been \$2, but when several subscriptions were sent in together as a club the rate was \$1.25.

John O'Hara Cosgrave, editor of *Everybody's*, was married April 11 to Marguerite Rielle, at Cambridge, Mass. The couple left immediately after for a three months' trip in Europe. During Mr. Cosgrave's absence the magazine is in charge of Lindsay Dennison.

The composite cover of the March *Everybody's*, which closely resembled a well-known design of the *Philadelphia Bulletin*, was made for that magazine by the same people who produced the *Bulletin's* picture—the H. I. Ireland Advertising Agency, of Philadelphia.

The *May Scrap Book* is immensely improved, appearing on tough white paper and with a cover that more fittingly embodies the scrap book idea. Reproductions of old scrap books ought to furnish this new monthly with some covers that would sell copies on the news-stands.

Robert Frothingham has continued his habit of sending out a little periodical for advertisers which he began with *Life*, and now mails a small publication called *Everybody's* each month. It goes out about the time copy is due from advertisers, and is part entertain-er, part salesman, part "chaser."

The *Pilgrim* recently purchased by Albert Henry Finn, has been moved to Detroit, and under its new publisher is to be a home magazine of the *Ladies' Home Journal* size. Karl Edwin Harri-man is editor, and its offices are in the Lewis Building. The *Pilgrim* was

formerly published at Battle Creek, Mich.

Good Housekeeping now has a name-sake in London, England called *British Good Housekeeping*. It is an entirely separate property, however, edited and published by Henry Stead, son of William T. Stead. By special arrangement it prints matter from the American monthly.

C. H. Young has sold the *Broadway Magazine* to a corporation headed by J. W. Chapman, a New York broker. Caleb L. Litchfield, formerly of the *Cosmopolitan*, has been made business manager, and Theodore Drieser, editor. It will have new offices in the Spinning Wheel Building. Mr. Young still owns *Young's Magazine*.

A dirty magazine subscription swindle is reported from Los Angeles. Two sharpers hired offices there and engaged girls to do their canvassing on salary. About \$1,500 was brought in by the girls in one week, when the swindlers decamped, not even paying their unwilling accomplices. So far they have not been caught.

R. S. O'Laughlin and M. R. O'Laughlin, president and stockholder respectively in the Butterick Publishing Co., have sold their interest to their brother-in-law, George N. Wilder. Mr. Wilder has for some time been the active head of the company, and these sales, made for reasons of health, involve no change of policy or management.

One of the most effective ads of recent months is that of the Kuh, Nathan & Fisher Co., Chicago, headed "The Man with a Sore Coat." In standard size magazines for May it occupies a page and a column over, the latter turning the leaf. This gives the effect of more than a single page, yet the advertisement is in no way a wasteful "spread."

The sudden death of Arthur B. Turnure, publisher of *Vogue*, a last month, will make no change in the policy or status of that weekly. The publication was established on permanent lines by Mr. Turnure by fourteen years' work, and its course will not be altered. In the issue of April 26 appeared a full-page portrait of the late publisher, with an appreciation.

The price of the *Normal Instructor*, Dansville, N. Y., has been increased to ten cents a copy, seventy-five cents a year, \$1 for two years. With the June number it will be enlarged and printed on better paper. C. E. Gardner, formerly with the Vick Publishing Co., is now advertising manager of this monthly, leaving D. C. Kreidler free to handle *World's Events* exclusively.

The *Golden Age* is a handsome new monthly magazine published at 48 West 27th street, New York. Logan D. Howell and Ada Jean McKey are the editors. The price is ten cents, and it is devoted chiefly to educational matters,

but not in a technical way, as a popular following is sought rather than one of teachers. Typographically it is one of the handsomest of all the monthlies.

The *May Reader* is a special "Indiana number." Every article, poem, story and picture is by an Indiana writer or artist, and the publishers state that it is the first instance in which a magazine has been produced by contributors from a single State. More than a year was spent in preparation, and a number of copies are to be bound in cloth as souvenirs, ads and all.

The rate for classified recreation advertising in the *Literary Digest* has been reduced to fifty cents a line. Its regular display rate is seventy-five cents. A recreation department begins in the May 19 issue. The *Literary Digest* states that, out of 127,000 families reached, it is read by 14,000 bankers, 21,000 lawyers, 24,000 physicians, 12,000 clergymen and 30,000 business men.

Pearson's and the *Metropolitan* are as quick in forewearing the "muck rake" as the *American Magazine*. James Creelman, who has just joined *Pearson's* editorial staff, announces that he will abandon exposures and "protest against the mob-like clamor against the American business man." The *Metropolitan* states that it is now a "magazine of cheerfulness" and feels sorry for contemporaries that have been steadily drifting into the muck.

System, *Vogue* and *Pearson's* announce classified advertising departments. That in *System* will be an "Opportunities" section. *Pearson's* will be called the "Readers' Exchange." *Vogue* will have a "Sale and Exchange" column for disposing of clothing, books, household articles, cameras, etc., and to avoid what might be unwelcome publicity for advertisers has arranged to number each announcement, print it without name or address, and forward mail by number through the publication offices.

It is reported that the plant of *Sunset*, at 431 California street, San Francisco, was destroyed in the conflagration. The *Overland Monthly's* office was at 320 Sansome street, and that of the weekly *News Letter* in the same building. The latter has been published fifty years, and the *Overland Monthly* was established in 1868. The San Francisco *Argonaut*, founded in 1877 and famous all over the world, was at 246 Sutter street. *Out West*, Charles F. Lummis' California magazine, is published in Los Angeles.

Motor, which is not yet three years old, claims to have made more automobile enthusiasts than all the rest of the publications in this country put together. Since it was started in September, 1903, money has been freely spent to advertise this magazine in other publications. Another valuable agency in its growth has been the

Motor Book, a volume of motor tours, which was followed by the *Motor-Car Handbook*, giving in a simple way the theory, construction and management of autos. Recently the *Motor-Car Directory* has been added, an annual volume giving specifications of every automobile made.

Another Pacific Coast magazine that is coming to the front in general circulation is the *Pacific Monthly*, published in Portland, Ore. Established in 1898 as a literary monthly, it has lately broadened its scope, and now covers the Coast, Rocky Mountains, Alaska and the Orient. Its May number is devoted to Japan, its June number will be an Alaska issue, there will be a "sea number" in midsummer, and in September an irrigation number. An Oriental number is scheduled for next fall. William Bittle Wells is general manager of this magazine, and during a recent Eastern trip closed contracts with prominent general advertisers aggregating \$20,000. This is said to be the first time so large a volume of Eastern business has been given a Coast magazine.

"The Critic and the Law" is an article dealing with some of the phases of libel, in the *May Atlantic*. Richard W. Child, the author, a Boston attorney, says that fair, and even caustic criticism of commercial advertisements is upheld by law if it is sincere. "Rhymes in the street cars, posters on fences, the handbill and the signboard must bear comment on their taste, their efficiency and their ingenuity, which by their very nature they invite. In England a writer was sued by the maker of a commodity for travelers advertised as the 'Bag of Bags.' The writer thought the commercial catch-name was silly, vulgar and ill-conceived, and he said so. The manufacturer in court urged that the comment injured his trade, but the judges were inclined to think that an advertisement appealing to the public was subject to public opinion and its fair expression."

One of the *May Atlantic's* best articles tells how Baedeker's guide books are compiled. James F. Muirhead, the English editor of these works, is the author. Baedeker's publishing house is in Leipzig, Germany, and the rule of refusing any sort of advertisement for the guide-books is now well-known. Several reasons are advanced for this. The house does not wish even the suspicion of partiality toward hotels, railways, routes, etc., to fall upon it, for one. Another is that it insures the books will always depend on their profits for freshness, rather than on advertising revenue, and will be more frequently revised. A third reason is the necessity for keeping down the bulk of books that are carried about by travelers. The word "Baedeker" has come to stand for guide book in many languages. Some years ago a German court decided that it did mean "guide book," and refused to prevent the publication of a rival book bearing the name.

THE NEW WANAMAKER STORE.

On April 20 five floors, of the new Wanamaker store, at Broadway, Fourth avenue, Eighth and Ninth streets, New York, were thrown open to the public without formality other than wide newspaper advertising. For many months the basement of this great structure has been occupied, and as fast as they can be completed other floors up to the ninth will be opened. If any formal opening ceremony is held it will be in the fall.

With the new building and the old Stewart store combined the New York Wanamaker's has over thirty-two acres of floor space. This makes it the largest retail business in the world from the standpoint of space, it is said. The next largest retail store in New York City claims twenty-four and a half acres of floor space. The new building has 937,148 square feet in its fourteen stories and two basements, while in the eight floors of A. T. Stewart's old store there are 446,880 square feet, a total of 1,384,028 feet. Wanamaker's new Philadelphia store, however, will be about one-fourth as large again when it is finished, comprising fully forty acres of floor space.

Some features of the new building are quite novel in merchandising. Heretofore Wanamaker's has been greatly inconvenienced for room in which to load delivery wagons. During the holiday seasons it has often been necessary to load in relays all night long, successive series of wagons being ranged around three sides of the old Stewart building and goods exposed to the weather. All that has been changed. On the Eighth street side of the new store is a covered concourse accommodating large numbers of wagons, while three special elevators have been built to take the largest Wanamaker delivery vans. Horses are unhitched, the vans backed onto these elevators, and in a moment they are in the sub-

basement, where the delivery and packing departments are stationed. One of these elevators is also capable of lifting a van to any floor from the sub-basement to the fourteenth. Special chutes and conveyors bring goods down from above as fast as they are wrapped and marked, and in the delivery department each section of New York City and its suburbs has a wire-screened room. When packages are once distributed there is no chance of them getting away on wrong routes.

On Ninth street, between the two stores, arrangements have been made for shoppers who come in carriages. Underground tunnels on the basement floors connect the two buildings. The old Stewart store is now being remodelled inside, and when the general plan for the whole business has been worked out the buildings will each have its own distinctive lines of goods. In the new one there will be no women's goods. Every floor except that on the street will be given up to things for house-furnishing. The basement of the new building has housewares and miscellaneous lines, ranging from sporting goods to garden seeds. The second floor is given up to pianos and the Angelus player, with sound-proof private rooms for displaying various instruments and trying music. There is a large recital hall, seating 1,500 persons, where demonstrations and concerts will be given. The third floor shows a beautiful display of fine glass and china, the fourth has upholstery and wallpaper, and the fifth carpets and rugs.

But it is on the street floor of the new building that a notable stroke of business policy has been achieved. This is the men's and boys' floor, a complete clothing, hat, shoe and haberdashery business of large magnitude, easily accessible from three streets. When the Wanamaker business was established in Philadelphia, in 1861, it was exclusively a men's store, and all other departments repre-

sent successive additions to this original line.

All floors above the ninth will be occupied by manufacturing departments, except the eleventh, which has the large cold storage plant for furs. This is said to be practically the first cold storage plant of its kind in New York of any magnitude, and accommodates more than 50,000 garments, the temperature being kept at seventeen degrees below freezing point.

The old building will be given up to women's garments and dry goods, though the book store will remain within its walls, being easily accessible from the street. In the basement several departments have been cleared out to give space to the "under-price store," and this bargain department, heretofore greatly handicapped for lack of room, is expected to grow into one of the largest sections of the business.

The sub-basement of the new building contains only the delivery department and power plant. The latter consists of eight water-tube boilers generating 4,000 horsepower, and runs six engines connected with dynamos, etc. They supply light to 30,000 lamps throughout the two buildings, 20,000 of which are arc lights. The ice-plant provides refrigeration for the cold storage rooms, and has a capacity equal to 100 tons of ice every twenty-four hours. Twenty-seven elevators of the hydraulic plunger type are now in operation, and when the small plot occupied by an old building at the corner of Broadway and Eighth street is built upon the elevator service will be supplemented by more. This old structure, known as the Jones Building, belongs to John Wanamaker, but a trust company has a lease of its ground floor, and it may not be torn down for several years. It is the only portion of that entire square that is not occupied by the new building, and will make an important entrance from two busy streets. All air supplied to the stores is washed and heated in the sub-basement, and in summer will

be cooled. In the basement of the new building, accessible from the Subway entrance, is a postoffice where stamps and money orders are sold, a telegraph office for the public, and an information bureau. The new building is 219 feet high from pavement to cornice, and 244 feet to the roof of the highest superstructure. It was designed by D. H. Burnham & Co., Chicago, who also have the new Wanamaker store in Philadelphia in charge.

A FOLDER from the Bernard Advertising Service, Savannah, Ga., lists the territory covered by this concern with billposting, distribution, tacking, bulletins, etc. It includes Savannah, Augusta, Milledgeville, Ga.; Aikens, S. C., and surrounding towns.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

MAIL ORDER INSURANCE.

AFTER THREE YEARS' TEST RICHARD WIGHTMAN'S METHOD OF SELLING LIFE INSURANCE THROUGH ADVERTISING, BY MAIL, PROVES STABLE AND SUCCESSFUL—SOME FIGURES AS TO SAVING OVER THE AGENCY SYSTEM—THE ARMSTRONG INVESTIGATION AND THE MAGAZINE BOYCOTT—AVERAGE COST OF SELLING A POLICY BY ADVERTISING IS ONLY \$15.

Some of the most interesting testimony given before the Armstrong committee during the recent insurance investigation in New York was that of Richard Wightman, president of the Life-Insurance Club of New York. Virtually every president of an old-line life company doing business in the State was called by Mr. Hughes. Mr. Wightman was called in that capacity. Before the committee got through with him he laid before it facts that kept it in session long after the usual hours. Some of the officials who testified, it is said, were afraid that the testimony they gave would be too full. Mr. Wightman, on the other hand, was afraid the committee wouldn't get all the information he had to offer. The direct point of Mr. Hughes's attack in securing evidence was each company's agency system. But when he began to ask questions about the agency system of the Life-Insurance Club of New York it was disclosed that the company had no agents, and did all its soliciting, collecting and other business by mail, and through advertising.

Richard Wightman was originally a solicitor, then an agent, for the New York Life. Acting upon a conviction that insurance could be sold by advertising, he inserted a test advertisement in the *Outlook*, January 3, 1903, inviting communications from readers who wished insurance in what he called "The Outlook Life Insurance Club." At the end of three months he was writing four policies daily from this *Outlook* advertising. Success was added, and two advertisements in that magazine

yielded 110 applications for insurance. Within a year he had extended his operations to a point where he was writing more policies for the New York Life than any other agent. Then, it is said, protests from agents led the three big companies to attempt to suppress his advertising by refusing to advertise in magazines that accepted the Wightman announcements. This matter was given full publicity in *PRINTERS' INK* at the time, long before the late insurance scandals brought it into fuller light. How this alleged boycott failed, and Mr. Wightman's subsequent organization of a company to do business by advertising alone, is best told in the following excerpts from the official report of the Armstrong committee:

Mr. Hughes—Were you previously connected with the New York Life?

Mr. Wightman—I was.

Q. For how many years?

A. Approximately three years.

Q. From 1900 to 1903?

A. Yes, sir.

Q. Where did you operate?

A. My principal office was at 5 East 42d street, New York City.

Q. What territory did you have?

A. I secured business throughout the United States and Canada.

Q. How did you secure it?

A. By advertising in the magazines and periodicals.

Q. Did you secure business through sub-agents?

A. I did not.

Q. Did you conceive the notion that you could get business by advertising without the intervention of sub-agents?

A. I did.

Q. Was your business successful in getting policy-holders to take policies, or getting persons to take policies, through advertising?

A. It was the original belief of the company that no business could be obtained in this way, and my conviction was my original capital. That conviction was exploited in this publicity way, and I became the largest producer of business from the standpoint of number of policies in the employ of the New York Life Insurance Company, or any other company. In the number of policy-holders secured, I produced more business than any other agent.

Q. What was the volume of business you obtained?

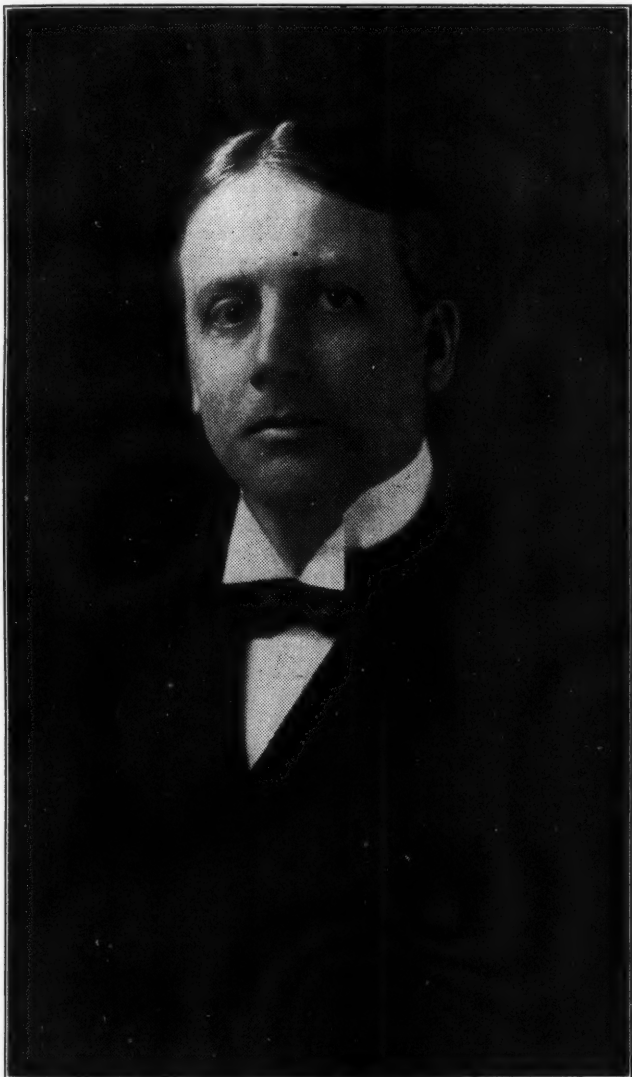
A. At the rate of about a million and a half a year from two periodicals.

Q. After you left the New York Life, did you carry on the same system with the Reliance (Insurance Company)?

A. I did.

Q. In what magazines did you advertise? *Youths' Companion*, the *Delineator* and others.

A. I advertised in *Scribner's*, the *Outlook*, *Cosmopolitan*, the *Christian* Q. What led you to leave the *Re-liance*?



MR. RICHARD WIGHTMAN.

Herald, *Frank Leslie's*, *Ladies' Home* A. I resigned in November, 1904, to *Journal*, *Saturday Evening Post*, perfect the organization of my present

company, which seemed demanded for the proper development of this important idea I had evolved.

Q. Then your present company, the Life-Insurance Club of New York, was organized to get business without agents?

A. Yes, sir.

Q. What was your compensation from the New York Life?

A. I had a commission contract with the New York Life involving fifty-five per cent for the first year on \$1,000, and sixty per cent on \$2,000 policies, and nine renewals of seven per cent per annum, providing the volume of my business equalled or exceeded a million dollars in the twelve months succeeding the date of the contract. And my commission earnings, gross, during the time that I was with the New York Life, approximated \$7,000 a month, out of which I paid my expenses.

Q. What were your expenses for advertising?

A. The total expenses, Mr. Hughes, for the writing of a policy with the New York Life under my publicity plan, including advertising and office expenses, and regardless of the size of the policy, was \$15. Now, my commissions during the first year and subsequent years of that contract aggregated \$65 per thousand for a policy. I wrote an average in premiums of \$53. In other words, it cost me \$15 to produce the policy which the New York Life was willing to give me, in commissions for the first and subsequent years, \$65 for writing....In the event of my writing a \$5,000 policy, which was frequent, my total commissions and first year's renewal amounted to something like \$375, and my cost of production was only the original \$15.

Q. What did it cost you per policy under your methods of doing business with the Reliance?

A. I cannot say. There were other matters which entered into that which made the cost of production somewhat larger, notably the prevention of the appearance of my advertisements in leading magazines.

Q. Were you cut out of any of the magazines?

A. I was.

Q. Were you refused advertisements?

A. I was.

Q. What reason was assigned for that?

A. The Equitable, Mutual and Prudential, the advertising companies, formed a combination to prevent the appearance of my advertising.

Q. Do you know that?

A. I know it from the statements of not less than fifteen publishers of magazines, and I have also been told by the advertising manager of one of the largest companies that they intended to prevent my business if they could.

Q. Then, in November last, you formed a life insurance club?

A. Mr. Hughes, in regard to the prevention of the appearance of the advertising, I ought to say this: That these three companies issued monthly orders to all the magazines that if they

took my copy they could not have theirs.

Q. How do you know that?

A. I have seen the orders. The *Saturday Evening Post* was, according to the statement of its advertising manager, approached by the three companies I have mentioned, who said that if they would omit my copy for the year 1904, they would take an advertisement in each of the fifty-two issues of the year. Mr. Spaulding said: "Our paper is not owned by the insurance companies. We will take his copy and leave yours out," and they sacrificed an amount of at least \$25,000 in the case of the *Saturday Evening Post*.

Q. And did they leave theirs out?

A. They did.

Q. And yours went in?

A. It did.

(Among other magazines that took the Wightman advertising in preference to that of the objecting insurance companies, as reported at the time in *PRINTERS' INK*, were the *Cosmopolitan*, *Delineator*, *Ladies' Home Journal*, *Outlook*, *Leslie's Monthly*, *Metro-politan*, *Youths' Companion* and many of the religious journals.)

Mr. Hughes—Go on, Mr. Wightman.

Mr. Wightman—I was forced to organize this company by the opposition of these other companies, which forbade the appearance of my copy with the name of the company being mentioned. They said that if the name of the company that issued these policies was named in the advertising they would withdraw the opposition, and I told them that I should be glad to state in the advertising that the company which had been selected to issue these policies was neither the Equitable nor the Prudential, but that did not satisfy them, and I met their last objection by the introduction of the name of the company in its present form.

Q. What are the liabilities of the Life-Insurance Club of New York?

A. The Life-Insurance Club of New York has no liabilities at all except on policies it issues.

Q. How do you arrange for medical examinations?

A. Our custom is the same as that employed by other life insurance companies. We accept the statement of an accredited physician in communities where our applicants reside, and transact the business by mail.

Q. What kind of policies do you write?

A. The policies usually issued by insurance companies, chiefly endowment and limited payment life and ordinary life.

Q. Do you write deferred dividend policies?

A. All our policies are subject to the declaration of dividends until the fifth year. The dividends accumulate at that time, and annually thereafter dividends are payable.

Q. I understand that your business

is monthly premium, at the option of the insured?

A. Yes, sir.

Q. What are your premium rates?

A. As compared with the New York Life and Equitable our rates on most forms of policies are enough to save to the insured an amount equal to three annual payments in twenty years.... Our rates as compared with quarterly rates on certain other policies of the New York Life would show approximately twenty per cent difference.

Q. Is that in your judgment the most that can be accomplished by the substitution of advertising for agents?

A. No, sir, but we have endeavored in the construction of our rates to be sufficiently conservative so as to admit of further reductions in the event of other economies being made plain by experience, and of course we shall hope to make a better dividend showing than other companies make by virtue of the fact that we have no contracts involving renewal commissions, no branch offices, and no expenses save that of the one simple office from which the avenues of influence emanate. We bring no pressure to bear whatever on the applicant. We announce our institution in the magazines and the applicant comes to us for insurance, and that facilitates the permanence of the business. Then, of course, we have no rebates at all, receiving a hundred per cent on every premium dollar which the insured agrees to pay us. And I believe that the experience of both the New York Life and the Reliance is that the business which I gave them in this way is the best business they have on their books.

The reason given by the three advertising companies for their objection to Mr. Wightman's advertising was that the name of no company was mentioned in his ads, whence the inference of readers might be that his policies were written with one of them. He maintained that the real reason was opposition from agents all over the country, who found that the new idea in life insurance cut into their local business.

The first advertising campaign for the Life-Insurance Club of New York began last November and continued until April 1, a period of less than five months. Only a few magazines were used, and those not very often, because the appropriation for advertising was only \$8,000. Up to April 10, new policies to the amount of \$632,500 have been written and delivered without personal solicitation of any kind. In addition to these \$54,000 worth of policies were in process of delivery, \$9,000 awaiting issue, and \$330,500 more

business was in sight in applications. The company has done only \$8,000 in advertising since organization, and this has therefore produced applications for more than one million dollars' worth of life insurance, an advertising cost of less than \$8 per policy per \$1,000. In the past two years Mr. Wightman has written \$2,000,000 in life insurance by the club plan, entirely through advertising.

"Do you think that the advertising cost can be still further reduced?" he was asked the other day at the company's office, 425 Fifth avenue.

"It has been brought below that in some of the mediums employed in this last campaign—\$8 per thousand is the general average. One daily paper produced business for us at \$6.60 per thousand. This, you understand, was purely publicity expense."

"Have you contrasted magazines with daily papers?"

"Not with a view to finding out which is best, for both are unquestionably good, and we are simply studying ways of using each in its proper sphere. Follow-up is more important than comparisons of mediums, I think, though we have some very definite conclusions with regard to what mediums pay best that I do not care to disclose. I reserve this information, not because I have a disposition to forestall competition, but purely because such comparisons as I should make between mediums might reflect on one or the other unjustly. In our follow-up work we have two systems—the formal and the personal. Form letters bring a large proportion of actual business, but personal letters are the ideal way. One morning I took fifty inquiries out of the mail at random and gave them personal attention, with the result that they yielded nine new policy holders, with a combined risk of \$25,000."

The advertising department of the company is very close to Mr. Wightman's heart, though the burden of details is in charge of Wesley Sisson, the advertising

manager. Mr. Wightman writes all the company's advertisements, all its printed literature, and edits a monthly periodical sent to policy-holders and prospects, the *Licny Dial*. "Licny" is a word coined from the initials of the company and used as an abbreviation in its affairs. To see where the element of his personality has been of immense value in the company's business needs only half an eye. Yet by the abused word "personality" as applied to Mr. Wightman's advertising is not to be understood the precocious cleverness often mistaken for real individuality. All the facts about the company are set forth in magazine and newspaper ads with minute exactness, so far as essentials are concerned. But personality is revealed in the tendency to make all the facts attractive, to get the exceptionally attractive fact uppermost, in the use of illustrations, etc. Thanks to the late investigation, life insurance is to-day a topic upon which even the dullest might write and get a hearing, for everybody is more or less informed on it. But Mr. Wightman won attention by advertising life insurance before this extraordinary public interest began.

A curious condition of affairs has come to light since the club began doing business. As soon as the insurance departments of the many States learned that policies of the Life-Insurance Club of New York were being purchased in their localities they wrote to the New York office for an explanation as to why it was doing business in such States without authority from the local insurance supervisors. The reply is always, "We aren't doing business in your State at all; our soliciting is done from New York by newspaper and magazine advertising; we collect the premiums in New York; we pay our losses here, and our only office is here." The result has been that State insurance departments see no way to subject this company to the statute regulations governing foreign insurance corporations, as State laws

of this sort are based on the agency system, which the new idea has displaced. The Life-Insurance Club of New York is, of course, responsible to the New York State Insurance Department, being incorporated in this State as a regular old-line legal reserve company. Its capital of \$100,000 is as large as that of the Equitable, and about sixteen times greater than the Prudential's original cash capital.

Thus far it has been clearly demonstrated, Mr. Wightman says, that the percentage of lapsed policies is smaller than has been known before in life insurance affairs. This is due to the fact that no pressure is brought to bear on prospects. Policy-holders come in voluntarily. Every policy is sent on five days' approval, and all premiums are paid in installments at the option of the policy holder, at periods anywhere from one month to a year. Monthly premiums may be paid for several months, and then, if preferable, a year's premium may be remitted. When the year is gone the monthly or quarterly premium may be returned to without notice. This optional premium privilege is copyrighted. The club is now making a feature of a limited series of "historical policies," which are deemed notable because they are the first legal reserve life policies ever issued in this country with the tax and expense of the agency system removed. In 1903 the agency commissions of ninety-two old-line companies in the United States aggregated \$85,000,000. This gives some conception of the saving that is aimed at through advertising. That the thing is not wholly an experiment is shown in the record of the "Old Equitable" of London, the oldest mutual life company in the world. Since its organization in 1762 this English company has never employed agents or paid a dollar in commissions to anybody. It takes only what business comes without solicitation, and writes only 250 policies a year. But no company has ever made a more creditable showing for economical

management, it is said, and its \$1,000 policy has sometimes paid at settlement, in cash, as much as \$4,000. JAS. H. COLLINS.

PAINT AND PAPER.

SOME POINTS OF DIFFERENCE BETWEEN THESE OUTDOOR MEDIUMS—PAINTED BULLETINS ARE CONFINED CHIEFLY TO LARGE CITIES—POSTERS GO ANYWHERE FOR BUSINESS—PAINT HAS ENORMOUS CIRCULATION, AND COSTS THE MOST—PAPER IS LESS COSTLY, MORE QUICKLY POSTED, MORE FREQUENTLY RENEWED—FACTS ABOUT QUALITY.

Unless they have investigated the matter with some thoroughness, few advertisers realize that in the two great outdoor mediums, painted bulletins and posters, there are really two varieties of publicity as distinct as magazines and newspapers. Superficially, there seems to be little difference in principle between the painted advertisement on the side of a Broadway block, and the long stretch of circus paper on a country barn, or it appears to be only of degree. But technically there is all the difference in the world.

Painted bulletins are confined largely to the leading cities. Traveling crews of bulletin men are sent out by companies like the O. J. Gude Co., New York, and Gunning System, Chicago, to paint signs on buildings anywhere in the United States. But the amount of "paint" used in this way is small compared with paper posted in country places. The cost is often too great, and "circulation" for such work not large enough. Paint is a matter of location, and is charged for on that basis. The best locations are those in great cities where not only thousands of people pass daily, but the signs are seen by a huge floating population, as in New York. Next to location, painted bulletins offer size. Billboards are seldom constructed to accommodate paper more than six sheets high, or fourteen feet, while four-sheets are much more common, a little over nine feet high. A painted

wall, though, may be fifty feet high, and permits of lettering and figures that would make the average poster, placed beside it, appear like a handbill.

Posters, on the other hand, are cheaper both in cost of paper and the rates asked for locations. About five cents a square foot is the cost of painting a bulletin in New York City, this covering design, material and labor. Posters at this rate would cost forty cents a sheet, and a twenty-four sheet bill would run up to \$9.60. But very good paper can be had for one-fifth this price, while that used by theatrical companies, circuses, etc., may be still cheaper. The expense of renewing posters is great, of course, whereas the painted bulletin is permanent, being renewed only once a year. But paper can be changed frequently, and in cases where an advertiser wishes to cover a given city in a few days, counting on the news value of his outdoor work, paint cannot compete with posters. Bulletin locations are in such demand that one of the big painting companies could hardly assign a showing covering a city like New York within a few days, and the mechanical work of painting the bulletins would also mitigate against a quick showing. Selection between the two mediums, therefore, is largely a matter of the result to be accomplished with outdoor advertising.

The O. J. Gude Co. has about 4,000 locations for painted bulletins in New York City. Charges to the advertiser are based on location, and made by the running foot instead of the sheet, as in poster work. An average price for choice locations along the elevated lines is fifty cents per running foot per month. Down in the heart of the city, fronting one of the big squares or on Broadway, the rate will go as high as \$3 to \$5 a running foot. Still more valuable are the illuminated signs, for which the charges vary from \$6 to \$8 per month per foot. This charge is for location. In comparison, the expense of electric lighting is

small. An illuminated bulletin is, of course, a twenty-four hour advertisement. The demand for lighted bulletins has led to the installation of illuminated stands for posters in New York. A twenty-four sheet poster, illuminated, in a choice New York location, costs about \$25 a week, this being the basis of figuring posters, instead of the month, as with painted bulletins. An illuminated painted bulletin of the same size would cost about half as much again. Another class of service in bulletins is found in the boards built along railway lines entering big cities. These are known as "gateway showings." On ten railroads entering New York there arrive and depart daily over 3,400 trains, carrying 600,000 passengers. Inside the suburban belt the bulletin gets large circulation. Such showings are usually sold by the year, or for a term of three years. For a painted board 10x50 feet along these gateway lines the charge for the first year is about \$100, and \$60 each for subsequent years.

One element of value in the bulletin board is the fact that it often occupies an unusual position. Billboards are erected in places where they often remain years at a time, and become conventional fixtures. But the painted bulletin suddenly looms up on the side of a structure in a district where no advertisement has ever been seen before, and gains value by novelty.

Many of the choice locations in cities are sold on what is known as the "long as it lasts" basis. A building is marked for destruction. The owner is not certain when tearing down will begin, or how long a favorable wall will stand. The bulletin men pay him a lump sum for the use of walls as long as they stand, or for a wall that has been exposed by tearing down an adjoining building, which will remain in sight until its neighboring structure is rebuilt. Advertisers buy these "long as it lasts" locations for a lump sum, usually a reasonable charge for a novel location a few

weeks. Cases are on record in which such a location has been used a year or more, owing to delay in demolition or construction, so that an advertiser buying a "long as it lasts" position may pick up a rare bargain. The bulletin people hunt for permanent locations, however, and prefer them. Yet the average bulletin plant changes radically every year.

Poster advertising is said to be growing much faster than the use of paint, and the remarkable feature of billposting is the growth of commercial advertising. But a few years ago the billboards were largely devoted to theatrical advertising and the circus. But now the latter are a slim minority on the boards, and the day is in sight when they will probably be as slender a fraction outdoors as is the present theatrical column in a newspaper compared with commercial advertising. Out of 268 outdoor advertisers on the books of the O. J. Gude Co. in New York City, for example, there were eighty-seven different lines of business represented recently, and only ten of these came under the classification of amusements. The billposters themselves have recognized this tendency, and are clearing the boards of all advertising that can possibly be objectionable to commercial men. A few years ago objectionable medical business was barred by the Associated Billposters and Distributors of the United States and Canada, and just the other day, at the organization's directorate meeting in Detroit, there was passed a resolution which is really an order to bar from the boards after the coming August all theatrical paper of the lurid melodrama sort:

Whereas, it is the sense of the Associated Bill Posters and Distributors of the United States and Canada, by its board of directors in convention assembled at Detroit, March 7, 1906, that there should be a decided reform in all objectionable theatrical paper for billboard use in the advertising of plays, with their titles and scenes, such as—

Dealers in White Women.
Why Women Sin.
Queen of the Highbinders,
Why Girls Leave Home.

Queen of the White Slaves.
Dangers of a Working Girl.
Fast Life in New York.

Therefore, be it resolved, that the Associated Bill Posters and Distributors of the United States and Canada condemn the use of all sensational, vicious and suggestive pictures and titles for such productions, and hereby instruct all members, under penalty, to refuse to post after the expiration of this season's contracts, August 1, 1906, such paper, titles and pictures as may be deemed objectionable.

This movement for decency on the boards has been led by the big billposters and paint men, like O. J. Gude, R. C. Campbell and R. J. Gunning, of Chicago; Charles F. Bryan, of Cleveland, and Barney Link, of Brooklyn. It has resulted in making the medium absolutely unobjectionable from a moral standpoint, and came on the heels of the movement that made billposting a medium with known rates, listed and protected showings. It is said that there is now only a small proportion of beer or whisky advertising on the boards or bulletins, though a few years ago these lines were often the only commercial ones that the billposter had.

Rates for billposting are not based on locations, as a rule, but on population. The *Billposter and Distributor*, official magazine of the Billposters' Association, prints each month a geographical list of towns in the United States and Canada where members can give service. This is practically an enumeration of every place having more than 5,000 population. The name of the local billposter is given, the latest reliable population estimate, and his price per sheet per month for posting paper. Every change in rates must be approved by the association, and each member of the association is under penalty to give listed, protected service that can be checked by the advertiser. The lowest rate is seven cents per sheet per four weeks, which will pay for posting in towns from 2,000 to 5,000 in New York State. Nine cents is the average rate for towns from 5,000 to 10,000, twelve cents for larger places, while the highest rate, sixteen cents per sheet, is charged in cities like

Chicago, New York, Brooklyn, Philadelphia, etc. In the South rates are usually lower, it being possible to post some towns of 40,000 for seven cents. In suburban places about the big Eastern cities the city rate usually obtains.

Posting is greatly facilitated nowadays by consolidations of many plants under one company. The American Posting Service, in Chicago, for example, not only covers that city and its suburbs, but has plants scattered about the country reaching 9,000,000 people, or one-third the entire city population of the United States.

Billposting through the association not only gives the advertiser a guaranteed service, but differs from any other medium in the fact that failure to perform service can be made the ground for a claim against the organization. The country is divided into sections, each under the supervision of an executive committee which meets at short intervals. If a billposter in any territory has neglected to post or protect paper, the advertiser has simply to set a complaint before the executive committee for his section. If charges are proved by the committee's own investigation, any loss the advertiser may have incurred through service paid for but not delivered is made good by the committee at once. The offending billposter is then disciplined or expelled.

The strongest argument for outdoor advertising, of course, is its cheapness, and the force with which it hits the whole population. Much capital has been made out of the billboard's effectiveness in reaching classes of people who do not read newspapers. The advertiser who has this thought in mind, however, might be likely to overlook some of the characteristics of outdoor advertising as a medium of real quality value.

On the bulletins in New York City just now one of the most familiar names is that of Levey, the dyer and cleaner, whose ads strike the eye anywhere along Broadway, Fifth avenue or the

railroads entering town. Mr. Levey has a business that was difficult to advertise. He dyes and cleans high-class gowns, and wanted trade from women who would not think it extravagant to pay \$5 for a satisfactory job of cleaning on a single valuable garment. He tried newspapers in New York, it is said, and then several other mediums. But none of them seemed to reach the class he was after. Literature sent through the mails simply failed to get by the butler or private secretary. One of the Gude solicitors then interested him in paint, and he began spending \$80 a month two years ago, using only his name, address and business as copy. Almost immediately orders began to come in from the crack residential districts of New York, and to-day Mr. Levey is one of the largest local advertisers on the boards. A recent achievement of his was the purchase of advertising rights on the old Broadway Tabernacle, at Thirty-fourth street and Broadway, which was being demolished. This he covered from top to bottom with his signs. By confining his signs to those parts of the city where the kind of people he wants spend their amusement and shopping hours, he has put his name and address before them. Nothing more was needed. The value of outdoor advertising is very largely in the fact that nobody can escape it. Mrs. Murray-Hill may throw circulars into the waste basket and ignore the department store ads. But she cannot get away from the properly placed outdoor bulletin, and when it has a message for her, probably doesn't want to.

NOTES.

HALF-TONES showing eight typical electric roof signs in Chicago, with facts about these advertising mechanisms, make up the contents of a folder from the Edison Company of that city.

A LARGE folder from the Curtis Advertising Co., Detroit, outlines methods of this agency for advertising electric current for central stations. Booklets, folders, bulletins, mailing cards, etc., are furnished ready printed, with complete systems for sending out and following up.

TOBACCO lore, poetry, sentiment and technical information clipped from newspapers and other sources is published monthly in a four-page paper called Rosner's Smoke Talk, by the Rosner Store, Newark, N. J.

"CAMPING in the Rocky Mountains" is a new summer booklet issued by the Denver & Rio Grand System, from its Denver office. Handy in size, it gives game laws, lists of outfits for a party of two to eight persons, prices of supplies, hints as to camp clothing, camping grounds at each station, etc.

THE *Auto-Crat* is a thumbnail periodical published for motorists by the Daimler Manufacturing Co., makers of the American "Mercedes," Long Island City, N. Y. Exquisitely printed, it embodies many dainty things about motoring that do not bear directly on the selling proposition. It also has advertising quality. The name is very happy.

THE Erie Railroad recently had some questions to decide regarding its new terminals in New York City. Ballots were distributed to passengers on its suburban trains on a certain day, and handed back, filled out, the next morning to conductors. The information thus gathered served to show what car lines are used most, which terminals and ferries, etc.

THE *Journal of the Outdoor Life*, published monthly at Trudeau, N. Y., is a magazine reaching the 1,000 members of the National Association for the Study and Prevention of Tuberculosis, according to its publisher, and also leading workers in this field. Recently its advertising rate was advanced, and a booklet descriptive of the publication issued to advertisers.

SEVEN fine articles, with many illustrations, made a recent issue of the *Inland Architect*, Chicago, a number to be put before everyone in the profession it covers. The issue was too costly to mail broadcast, however. So a neat folder enumerating the contributors and analyzing the articles was sent out instead, those interested enough to write for a free copy receiving one.

THE *Silver Standard*, a monthly paper sent to retailers by the Meriden Britannia Co., Meriden, Conn., has completed its first year, and the numbers are sent out in bound form. The *Silver Standard* shows new goods in the Rogers ware, and also reproduces old cuts, old prints and old news articles from newspapers of 1847 and later dates to emphasize the long career of the "1847" line of silverware.

NAMES of artists and similar workers, secured from the studio buildings in New York City, are being circularized by the American Lead Pencil Co., New York. To each a short sample of a drawing pencil, ready sharpened, is sent, with a personal letter, and later followed up with another grade of drawing pencil, a second letter and a reply card on which to order any sample that the recipient may wish to try.

THE CHICAGO GREAT WESTERN'S ADVERTISING,

One of the first railroads in this country to establish an entirely independent advertising department, with an advertising manager, was the Chicago Great Western, which has about a thousand miles of right of way between Chicago, St. Paul and Omaha. Such a department has been maintained for ten years. This road's advertising proposition is rather interesting. Not one of its stations, for example, is more than twelve miles from some point touched by a competing road, and usually a bigger, richer competitor. A majority of its towns are served by big trunk lines. The route between Chicago and St. Paul, its chief "long haul," is one of the most extensively advertised in the United States, several lines competing with crack trains. The Chicago Great Western has also, in a sense, been a sort of Ishmael among the railroads, fighting combinations that keep up rates. It was organized originally as a "people's road," has always been independent, and is conducted on principles so fair to the territory it serves that if any town along its line can show that a rate is not just the tariff is altered. It was the first road to reduce time between Chicago and St. Paul so that the trip could be made over night, and has been, in a good many ways, an innovator.

Advertising has always been relied upon to maintain traffic in the face of competition, and perhaps no transportation company has realized more benefit from its publicity than the Chicago Great Western, considering natural limitations of territory. The other day S. Greve, the general advertising agent, whose office is in St. Paul, gave a succinct outline of methods that have been followed:

"We spend lots and lots of money in the newspapers," he said. "More of our advertising money goes into newspaper space than

any other medium, and a very large proportion of this into country newspapers. We have two important channels of advertising. One is our expenditure in big city dailies to influence passenger traffic at what we call our main gateways of business—our terminals in Chicago, St. Paul, Minneapolis, Omaha and Kansas City. Through business originates at these points. Spaces are not extravagant, but we advertise with great persistence, so that anyone arriving at one of these main gateways will not fail to be informed about our line. These through traffic advertisements, too, are confined almost entirely to talk about the towns we reach, the number of trains daily, and the schedules. We say very little about ballast, equipment, or service in a general way, because we believe that travelers are not interested in them as an abstract proposition. It means nothing to say 'Best equipment, Pintsch-lighted

**CHICAGO
GREAT
WESTERN
RAILWAY**

—THE RIGHT ROAD—

St. Paul and Minneapolis

"Great Western Limited" leaving Grand Central Station
corner 5th Ave. and Harrison Street at 6:30 p. m. arriving
St. Paul 7:20. Minneapolis 8:00 the next morning is electric
lighted throughout. Train consists of Pullman Compartment
and Standard Sleeping Cars, Free Reading Chair Cars and
Dining Car with service "a la carte."

For full information apply to
S. P. GREVE, General Agent,
Passenger Department, 418 Adams Street.

trains, smooth roadbed.' Conditions of modern travel are now such that these things are expected. Every road has them. People are mainly interested in knowing where your road runs, how long it takes to go to a given point, what time the trains leave and whether they have dining-cars. Where do you go and how long does it take? are the questions to be answered, and in the endeavor to publish railroad advertisements that will be interesting as general information there is danger that these issues will be overlooked. Some of our advertisements appear stereotyped,

doubtless, to the man skimming a newspaper, but to the traveler choosing a line they are in the highest degree informative.

"In smaller towns along the line, where traffic is largely local, made up of short trips for pleasure and business, we talk largely of service, knowing that people who live on our right of way understand where we run. One of the best things we have ever developed to build local passenger traffic is our system of home visitors' special rates at the end of each week. These were begun last fall. Hundreds of farmers, salesmen, merchants, students, mechanics, etc., are studying or working or doing business a short distance away from home—25 to 100 miles. To enable these people to spend Sunday with their families we put into effect reduced passenger schedules for round trips at the end of the week, and advertised them under the attractive title of 'Home Visitors' Excursions.' They have been highly successful in creating new traffic at a time in the week when we could handle it. This is one of the points in transportation advertising that is frequently overlooked by the critics. At certain periods the question of getting traffic by advertising is overshadowed by the problem of handling what comes spontaneously. On the Fourth of July, for instance, we are looking for more rolling stock and power—not bigger advertising space.

"In some of our main terminal towns we use street cars—just now are in the cars at Omaha and Council Bluffs. We also use magazines to a limited extent, because with these it is possible to give the road general publicity and attract a certain amount of traffic at the main gateways. Magazines cannot produce as good returns for us, though, as for a big trans-continental system, simply because we haven't got so much to sell. Then there is the disadvantage of delay in publication. If a railroad inserts a rate in a magazine advertisement the public may

not see it until six weeks after the ad was written. In the meantime, a competing road is quoting a lower rate in the newspapers, or perhaps in the same magazine, with the result that you appear—well, foolish. But the magazines are good as general publicity—for making the public familiar with the name of your road, so that when they step up to a ticket office and that name is mentioned they recognize it as something not altogether an unknown quantity.

"To get general publicity of this sort we have lately gone onto the billboards, posting in the larger cities of the United States a big forty-eight sheet poster which says nothing more than 'Chicago Great Western Railway—The Right Road to Chicago, St. Paul, Minneapolis and Omaha.' The few things that can be told about a railroad on a poster might not look effective compared with a magazine or newspaper announcement. But this medium is productive as general publicity, and next to effectiveness the thing that attracts us to outdoor advertising is the astonishing number of people that can be reached on the boards for a very reasonable cost. In this respect no other medium touches them."

NOTES.

ACCORDING to a folder from the *Evening Dispatch* of that city, Columbus, Ohio, is the second richest city per capita in the United States.

A NEAT sample of shaving soap, in a nickeled screw box, is being mailed to lists by Colgate & Co., New York, together with descriptive literature and a personal letter.

THE Boston Medical Institute, Chicago, uses a novel method of checking returns from its advertising, which is done largely by means of booklet distribution throughout the country. Each year a tabulation of inquiries from each town and city is made, and fourteen cash bonuses paid the distributors in territory that leads.

A COMMENDABLE export catalogue comes from the Columbus Phaeton Company, Burlington, N. J. All the argument and description on each page is given in three languages—English, Spanish and German. The cover is not in keeping with the contents, being a rather listless type design in silver bronze on purple paper.

SOME UNIQUE UNDERTAKERS' ADVERTISING.

The difficulties that stand in the way of advertising an undertaking business were treated in PRINTERS' INK of February 21, 1906. After reading this article a Baltimore correspondent submitted two unusual advertisements from the classified columns of the Baltimore Sunday Herald, which show that these difficulties are practically ignored by the advertisers. The ads appeared side by side, and are evidently hotly competitive. The first advertiser, Robert T. Turner, takes over half a column to describe two typical funerals he is able to offer at \$75 and \$100:

THE ONLY ORIGINAL COMPLETE PRICE FUNERALS OFFERED BY TURNER THE UNDERTAKER.

The Price Pays For Everything.

After five years of constant, reliable undertaking for the people of Baltimore, Mr. Turner feels it desirable to speak a few words in connection with the recent important step he has taken. Mr. Turner's funerals have always been noted for their complete character, and never once has he departed from the principle of pleasing his patrons in so far as possible. The undertaker's duty is one of serious necessity, and is to be carried out in a refined, dignified manner. There are many who may feel it inappropriate to inject the question of price into such a serious matter, but the experience of the readers of this article on such occasions with the usual high prices charged will be sufficient excuse.

Before Mr. Turner took this step, he gave it long consideration. Previous attempts have been made to specialize the prices of funerals, but without success, as there has been some detail lacking, causing the public to feel gratification that a high-class undertaker, such as Mr. Turner, should come to their relief.

Mr. Turner requests a careful reading of his announcement below:

The high-class \$75 funeral complete. No extras charged.

Hearse. Fine casket, either black cloth or any color desired; upholstered, fine silk lining, six handles, name plate engraved, etc. Outside receiving case (top padded). Embalming. Shroud, dress or robe. Advertising funeral. Open the grave. Six pairs gloves. Door scarf. Candelabra and candles included. Rugs, chairs, pedestals, draperies, etc. Six rubber-tire carriages, heated.—\$75.

The usual price charged by other undertakers is from \$125 to \$135 for the same funeral.

The high-class \$100 funeral complete: Handsome heavy broadcloth casket, extra large silver or oxidized handles, honeycomb lining and pillow.

Extra fine shroud or wrapper. Extra fine outside case. Embalming. Advertising. Open grave. Fine rubber-tire hearse. Six heated carriages. Crape the door. Candles, candelabra. Rugs, chairs pedestals, draperies, etc.—\$100.

The usual price charged for this fine funeral by other undertakers is \$175. The same identical funeral. The casket alone is worth the price of the entire funeral—one hundred dollars.

I will be pleased to show my caskets at any time at my showroom, Broadway and Oliver.

For five years I have been doing business in Baltimore as a first class and reliable undertaker.

40 per cent saved on all funerals. Shipping funerals, \$50. Lady and gentlemen embalmers.

ROBERT T. TURNER,
The Complete-Price Undertaker,
Broadway and Oliver St.

His competitor, William Cook, confines his description to a funeral at \$75, and fills a column with details:

A STEP IN THE RIGHT DIRECTION.

William Cook's well known \$75 funeral was the first anyone knew of a first-class funeral at a reasonable price.

It is a well-known fact that undertakers have been charging extortionate prices for the burial of the dead. When a family is unfortunate and has met with the loss of a loved one they call in an undertaker; the loved one is near and dear to them, accordingly they think it is the last they can do for the deceased, and the cost at the time is an outside consideration.

All Want the Best.

They tell their undertaker that they would like to have everything the best; the undertaker furnishes everything the best as ordered.

In due time the undertaker sends in his bill for, say \$125 to \$200. The family have no idea what the bill is going to be, and are very much surprised at the amount charged; hence, a dispute arises, especially if the family's means are limited.

Insurance Money Wasted.

It is usually the custom of the undertakers to find out how many societies the deceased was a member of and how much the deceased was insured for, then how much can the undertaker work on the bereaved family's feelings; the parents of the deceased feel as though they would spend the last cent they possessed to have the loved one buried in a respectable manner.

Satisfactory Methods.

In engaging William Cook you know exactly what your expenses will be and saves the unpleasantness of disputing the funeral bill.

Those who have been unfortunate

and lost a relative or friend by death of course desire that all proper respect should be shown in the obsequies. It is a conceded fact, however, that the funeral expenses are usually much greater than they should be, and in some cases these are productive of very serious inconvenience and trouble. There is a natural repugnance to disputing undertakers' bills, hence there is no way that economy can be made possible except through the undertaker himself.

William Cook's \$75 Funerals.

For the first six months undertakers would say to the bereaved families that had met with the loss of a loved one by death, when my name, William Cook, was mentioned as offering to furnish a first-class funeral for \$75, that it could not be furnished for that amount of money—the goods furnished would be inferior, the hearse and carriages would be inferior and the undertaker himself, William Cook, was not a responsible man.

Not Cheap Looking.

Now, I have overcome these charges by proving to the general public that I can and have furnished a first-class funeral for \$75; that my hearses and carriages are the finest and best built, and that I am a responsible man and understand the undertaking business thoroughly. I have hundreds of testimonials from the leading families of Baltimore that have met with the loss of a loved one by death and have called on me to officiate as their undertaker.

25 Per Cent Saving Guaranteed.

On all funerals that I furnish I will guarantee a saving to the family of at least twenty-five per cent.

My special funeral is the Seventy-five-Dollar Funeral as advertised, but I will furnish any funeral that any undertaker in the profession in Baltimore will furnish.

\$75. Use of Mortuary Chapel Free.

Wm. Cook's Well-Known \$75 Funerals.

The first and only complete \$75 funeral ever offered in Baltimore. These caskets can be seen at my showrooms any time during the night or day.

A beautiful rubber-tire hearse, six rubber-tire carriages. All new and up-to-date. Pay for opening grave. Also a beautiful broadcloth casket, either black, white or gray, full upholstered with fine silk or satin lining, six silver-plated handles, engraved name plate, etc. Outside receiving case, top padded. Embalming. Six pairs gloves. Door crapes, advertising funeral. Shroud, dress or slumber blanket. Rich draperies, chairs, rugs, pedestals. Candles and candelabra included.

\$75 pays all. No extra charges.

Everything used in his funeral is guaranteed strictly high-class. Lady and gentlemen embalmers.

Prompt and courteous service.

Shipping Funerals, \$50.

WM. COOK, UNDERTAKER,
North & Greenmount Aves.

Questions of ethics do not seem to have bothered either of these

advertisers, and both exploit that which every person is least desirous of purchasing as though it were a most desirable thing to buy. Both are obviously aimed at readers of moderate means, and as there is a good deal of false pride and false extravagance in connection with funerals, especially where those who pay for them can least afford to keep up appearances, perhaps this open treatment of the subject is not as radical as it looks. After all, the only criterion is results, in this field as any other.

THE American Tobacco Co. is engaging in a very heavy campaign on Murad Cigarettes. Magazines are receiving orders for twelve full pages in a year and newspapers in New York and other large cities are receiving large copy. Full pages, half pages and quarter pages make up what is undoubtedly the heaviest schedule of cigarette advertising ever published. All the American Tobacco business for this entire year is being placed by the Hampton Advertising Co., of New York.

WAS IN A STATE OF COMA.

A serious typographical error crept into a patent medicine ad a few years ago. A testimonial ad sent to a leading American paper read: "I am now able to report that I am completely cured, after having been at the gate of death (,) through having taken only five bottles of your medicine." The comma in parenthesis was either omitted in composition or dropped from the form. The fury of the advertiser is better imagined than described. The result was a suit for damage.—*Pure White.*

SOAP DISPLAY ALWAYS SELLS.

Druggists might sell more soap if they would. Grocers sell too much—that is, too much for our comfort! I have been making several window displays of Castile soap recently, and every time that I do so our sales are increased. One successful display was of Castile soap and was constructed of the 2½ pound bars in the form of a semi-circle or court.

The bars were fastened together with small hardwood pins such as are used by butchers. If I remember correctly, it took over 100 bars to make the display. There were two placards in the window. The upper one read as follows: "In the Court of Cleanliness." The lower placard bore the following legend: "Bars of Soap, Pure Castile, Imported from Sunny France. 25 cents a Bar."

Such a display as this is simple, easily made, entails no expense, and is yet forcible and interest-compelling.—*J. T. Pepper, in Bulletin of Pharmacy.*

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the Roll of Honor of the last named character are marked with an asterisk (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican. Daily *aver.* 1905, 4,881. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times, *dy.* Act. *av.* 1905, 2,781. Actual *aver.* for Oct., Nov. and Dec., 1905, 2,968.

CALIFORNIA.

Fresno. Evening Democrat. Average 1905, 4,948. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,550.

Oakland. Herald. Average 1905, 10,260. Only Pacific Coast

daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland. Tribune, evening. Average for 12 months ending December 31, 1905, daily 12,481.

San Francisco. Call, *d'y* and *S'y.* J. D. Spreckels. Actual daily average for year ending Dec, 1905, 62,941; Sunday, 88,815.

San Francisco. Sunset Magazine, monthly, literary, two hundred and eight pages. 5x5. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose. Morning Mercury and Evening Herald. Average 1905, 10,824.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual *aver.* for 1904, 10,926, for 1905, 11,688.

Denver. Post, daily. Post Printing and Publishing Co. *Aver.* for 1905, 44,820; *Sy.* 60,104. Average for Mar. 1906, *dy.* 50,132; *Sy.* 70,516.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia. Sentinel, *dy.* *Aver.* for 1905, 5,022. E. Katz, Spec. Agt., N. Y.

Bridgeport. Evening Post. Sworn daily *av.* 1905, 11,025. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union. *Sworn* daily *av.* 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden. Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1905, 7,578.

New Haven. Evening Register, daily. Actual *av.* for 1905, 12,711; Sunday, 11,311.

New Haven. Palladium, *dy.* *Aver.* 1904, 7,857; 1905, 8,686. E. Katz, Sp. Agt., N. Y.

New Haven. Union. Average 1905, 16,209. 1st 3 mos. 1906, 16,486. E. Katz, Spec. Agt., N. Y.

New London. Day, *ev'g.* *Aver.* 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk. Evening Hour. Daily average year ending Dec., 1905, 3,170. April circ., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.

Norwich. Bulletin, morning. Average for 1904, 5,350; 1905, 5,920; Dec., 6,122.

Waterbury. Republican, *dy.* *Aver.* for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, 55,550 (©©).

FLORIDA.

Jacksonville. Metronolis, *dy.* *Av.* 1904, 8,760. Average 1905, 8,950. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Constitution. Daily average 1905, 28,590; Sunday, 48,721.

Atlanta. Journal, *dy.* *Av.* 1905, 46,038. Sunday 47,998. Semi-weekly 56,731.

Atlanta. News. Actual daily average 1905, 24,402. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Augusta. Chronicle. Only morning paper. 1905 average, 8,045.

Nashville. Herald. Average for March, April and May, 1,375. Richest county in So. Georgia.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1905, 4,580; first three months of 1906, 5,915.

Calro. Citizen. Daily average January. February and March, 1906, 1,512.

Champaign. News. Oct. and Nov., 1905, no issue of daily less than 3,010; d'y and w'kly, 6,200.

Chicago. Bakers' Helper. monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100. (C@).

Chicago. Breeders' Gazette. weekly, \$2.00. Average circulation 1905, to Dec. 1905, 66,605.

Chicago. Examiner. Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.


Chicago. Farmers Voice and National Rural. Actual aver., 1905, 30,700. Jan., 1906, 42,460.

Chicago. Gregg Writer. monthly. Shorthand and Typewriting. Actual average 1904, 13,750.

Chicago. Inland Printer. Actual average circulation for 1905, 15,866 (C@).

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 20, 1905, showed \$5,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska, 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. Svenska Nyheter. weekly. Sworn average December, 1905, 21,775.

Chicago. System. monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Average for year ending March, 1906, 50,556. Current average in excess of 60,000.

Peoria. Evening Journal. daily and Sunday. Sworn daily average for 1905, 13,375.

Peoria. Star. evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Evansville. Journal-News. Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N. Y.

Marion. Leader. daily. W. B. Westlake, pub. Actual average for year 1905, 5,625.

Muncie. Star. Average 1905 daily, 27,500. Sunday 16,908.

Notre Dame. The Ave Maria. Catholic weekly. Actual net average for 1905, 24,590.

Richmond. Sun-Telegram. Sworn av. 1905, dy, 5,714.

South Bend. Tribune. Sworn daily average, 1905, 7,205. Sworn av. for Mar., '06, 7,712.

IOWA.

Davenport. Times. Daily aver. April 11, 966. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital. daily. Lafayette Young, publisher. Actual average sold 1905, 29,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 342 issues than any competitor in 365 issues. The rate five cents a line.

Keokuk. Gate City. Daily av. 1904, 3,145; 1905, 3,406.

Muscatine. Journal. Daily av. 1905, 5,282. Semi-weekly 3,095.

Sioux City. Journal. daily. Average for 1905, sworn, 24,961. Av. for Feb., 1906, 26,702. Prints most news and most foreign and local advertising. Read in 90 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily average 1905, 24,287; Feb., '06, 26,439. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1905, 3,425. E. Katz, Special Agent, N. Y.

KENTUCKY.

Lexington. Leader. Av. '05, erg. 4,604. Sun. 6,165. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 36,025 (3). Beckwith Agency, Rep.

Paducah. Journal of Labor. w'kly—Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans. Item. official journal of the city. Av. cir. for Jan., Feb. and March, 1906, 25,864; av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069.

MAINE.

Augusta. Comfort. mo. W. H. Gannett, pub. Actual average for 1905, 1,269,573.

Augusta. Kennebec Journal. dy. and wy. Average daily, 1905, 6,926, weekly, 2,040.

Bangor. Commercial. Average for 1905, daily 9,455, weekly 29,117.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019.

Leicester. Evening Journal. daily. Aver. for 1905, 7,598 (C@), weekly 17,448 (C@).


Phillips. Maine Woods and Woodsman. weekly. J. W. Brackett Co. Average for 1905, 3,077.

Portland. Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

MARYLAND.

Baltimore. American. dy. Av. 12 mo. to Jan 31, '06, 64,137. Sun., 59,942. No return privilege.


Baltimore. News. daily. Evening News Publishing Company. Average 1905, 60,678. For April, 1906, 72,769.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript. (C@). Boston's tea table paper. Largest amount of week day av.

Boston. Globe. Average 1905, daily, 192,584. Sunday, 289,643. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston. Post. Average for Mar., 1906, Boston Daily Post, 252,650; Boston Sunday Post, 261,147. Daily gain over March, 1905, 10,679; Sunday gain over March, 1905, 71,981. Flat rates, r. o. p. daily, 30 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

"Thank You! That's My Copy Of"
COMFORT



If you could multiply yourself and stand near the delivery window of every one of the post offices in that number of small towns and villages in which there are COMFORT subscribers, you'd see the above scene enacted over and over again. There is no waste circulation. Every one of the million and a quarter copies goes in a separate wrapper to that number of individual subscribers—and 90% are women and they do the buying. Ask any advertising agent about COMFORT or write

W. H. GANNETT, Publisher

Incorporated

AUGUSTA, MAINE

NEW YORK, 1105 Flatiron Building

CHICAGO, 1635 Marquette Building

Fall River, News. Largest circ'n. Daily av. '05, 6,468; '06, 6,468; '07, 6,468. *Robt. Tones, Rep., 116 Nassau St., N. Y.*

Springfield, Farm and Home. National Agricultural semi-monthly. Total paid circulation, 272,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield, Good Housekeeping, mo. Average 1905, 206,088. No issue less than 200,000. All advertisements guaranteed.

Springfield, New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., N. H., and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester, L'Opinion Publique, daily (C. C.). Paid average for 1905, 4,258.

MICHIGAN.

Adrian, Telegram. Dy. av. last three months, 1905, 5,171. *Payne & Young, Specials.*

Grand Rapids, Evening Press dy. Average 1905, 46,456. *Covers Western Michigan.*

Jackson, Morning Patriot, average February 1905, 5,565; Sunday, 5,988; weekly, 2,818.

Saginaw, Courier-Herald, daily, Sunday, Average 1905, 12,594; March, 1906, 18,872.

Saginaw, Evening News daily. Average for 1905, 16,710. April, 1906, 19,726.

Sault Ste. Marie, Evening News daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1905, 46,438.*

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first three months 1906, 96,725.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for first two months 1906, 68,840. Average Sunday circulation, February, 1906, 68,287.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first three months of 1906 was 82,709. The daily Tribune average per issue for the first three months of 1906, was 105,199.

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds \$5,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

St. Paul, Pioneer Press. Net average circulation for January—daily 55,802, Sunday 52,487.

The absolute accuracy of the Pioneer Press's circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

St. Paul, The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul, Dispatch. Average net sold for year 1905, 60,565 daily.

St. Paul, Volkszeitung. Actual average 1905 dy. 14,221. *W. 27,870. Sonntagsblatt 27,880.*

Winona, The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

MISSISSIPPI.

Hattiesburg, Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Joplin, Globe, daily. Average 1905, 18,594. Dec., '05, 14,088. *E. Katz, Special Agent, N. Y.*

St. Joseph, News and Press. Circulation 1905, 35,158. *Smith & Thompson, East. Rep.*

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (C. C.). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

MONTANA.

Butte, Inter-Mountain. *Secorn averages daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,698.*

NEBRASKA.

Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln, Deutch-American Farmer, weekly. Average 1905, 147,052.

Lincoln, Freie Presse, weekly. Actual average for 1905, 150,784.

Lincoln, Journal and News. Daily average 1905, 27,092.

NEW HAMPSHIRE.

Nashua, Telegraph. The only daily in city. *Secorn aver. for 6 mos, ending Mar. 31, '06, 4,410.*

NEW JERSEY.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1st 3 mos. 1906, 6,966; March, 1906, 7,191.

Jersey City, Evening Journal. Average for 1905, 22,546. Last 3 mos. 1905, 25,408.

Newark, Evening News. Evening News Pub. Co. Average for 1905, 60,102; Mar. '06, 65,750.

Trenton, Times. Av., '05, 16,458. Net Feb. av., 18,082. Only ev. paper; single ed. class'd paper.

NEW YORK.

Albany, Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Binghamton, Evening Herald, daily. Herald Co. *Aver. for year end, June, 1905, 12,289 (C. C.)*

Buffalo, Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 51,027.

Buffalo, Evening News. Daily average 1904, 88,457; 1905 94,690.

Catskill, Recorder. 1905 av., 3,811; 1st 3 mos. 1906, 3,928. Best adv. medium in Hudson Valley.

Corning, Leader. evening. Average, 1904, 6,258; 1905, 6,595.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls, Morning Star. Average circulation, 1904, daily 2,292.

Glens Falls, Times. Est. 1878. Only evening paper. Average 1905, 2,471.

LeRoy, Gazette, est. 1826. Av. 1905, 2,287. Largest ev. cir. Genesee. Orleans, Niagara Co.'s

Mount Vernon, Daily Argus. Average 1905, **5,318.** *Westchester County's leading paper.*

Newburgh, News, daily. Av. 1905, **5,169.** *3,000 more than all other Newburgh papers combined.*

New York City.

New York, American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates **100,000** copies weekly, of which **95,468** are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75% of all the postoffices; in Delaware 85%, in Pennsylvania 74%, in Ohio 85%, and to 50% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

American Magazine (Leslie's Monthly). Present average circulation, **256,108.** Guaranteed average, **250,000.** Excess, **78,296.**

Army & Navy Journal. Est. 1863. Actual weekly average for 32 issues, 1905, **9,442** (©).

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1905 **5,008.**

Benziger's magazine, family monthly. Benziger Brothers. Average for 1905, **44,166.** Present circulation, **50,000.**

Clipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, **26,228** (©).

Gaelic American, weekly. Actual average for 1904, **8,179;** for 1905, **28,989.**

Haberdasher, mo., est. 1881. Actual average for 1905, **7,166.** Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1905, average issue, **19,029** (©). D. T. MALLETT, Pub., 235 Broadway.

Leslie's Weekly. Actual aver. year end, Aug. 1904, **69,077.** Pres. av. over **85,000** weekly.

Music Trade Review, music trade and art weekly. Average for 1905, **5,841.**

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001.** Actual weekly average for 1904, **14,918.** Actual weekly average for 1905, **15,090** copies. Actual weekly average for the first seventeen weeks in 1906, ending April 25, **16,250** copies.

The People's Home Journal. 544,541 monthly. Good literature. 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending April, 1905, **5,236;** April, 1906, issue, **7,210.**

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1905, **13,153.**

The World. Actual aver. for 1905, Morn., **505,490.** Evening, **571,506.** Sunday, **411,974.**

Rochester, Case and Comment, mo. Law. Av. for 1905, **30,000;** 5 weeks' average, **39,105.**

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1904, **12,574;** 1905, **15,058.**

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1905, daily **55,552.** Sunday **40,098.**

Utica, National Electrical Contractor, mo. Average for 1905, **2,645.**

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1905, **14,589.**

NORTH CAROLINA.

Raleigh, Biblical Recorder, weekly. Av. 1905, **8,872.** Av. 1904, **9,756.** Av. for 1905, **10,306.**

Raleigh, Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, **4,251;** weekly Times, **2,040.**

Raleigh, News and Observer, N. C.'s greatest daily. Sworn average 1905, **10,202;** more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

OHIO.

Ashland, American Sanomat, Finnish. Actual average for 1905, **10,766.**

Columbus, Hunter-Trader-Trapper, monthly. Actual average circulation 1905, **22,708.**

Coshocton, Age, Daily av. 1905, **2,128;** in city 10,000; factory pay-rolls \$150,000 monthly.

Dayton, Herald, evening, Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

Youngstown, Vindicator, D'y av., '05, 12,910; Sy. **10,178;** LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Sworn average 1905, **10,564.** Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1905 aver. **11,161.** Mar., '06, **12,661.** E. Katz, Agent, N. Y.

OREGON.

Portland, Journal, D'y and S'y. Actual aver. for Feb., 1906, **25,254.** Aver. year '05, **21,926.**

PENNSYLVANIA.

Erie, Times, daily. Aver. for 1905, **15,248.** March, 1906, **16,799.** E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av., Mar. 18-'81. Largest paid circulat'n in H'b'g, or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, **5,004;** 1905, **5,470** (©).

Philadelphia, German Daily Gazette. Aver. circulation, 1905, daily **51,508;** Sunday, **44,465;** sworn statement. Circulation books open.

Philadelphia, Farm Journal, monthly. V. Imer Atkinson Company, publishers. Average for 1905, **565,266.** Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,"

"has been pronounced the one that best serves its purpose as 'an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.'" Unlike any other paper."

Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guaranteed Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for 1905, **106,000;** Sunday average March, 1906, **120,758.**



"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of March, 1906:

1.....	228,392	17.....	231,193
2.....	229,766	18.....	Sunday
3.....	222,716	19.....	230,192
4.....	Sunday	20.....	231,045
5.....	231,360	21.....	231,073
6.....	229,668	22.....	231,072
7.....	230,945	23.....	229,967
8.....	230,194	24.....	243,856
9.....	228,826	25.....	Sunday
10.....	229,772	26.....	236,085
11.....	Sunday	27.....	237,361
12.....	228,669	28.....	240,048
13.....	223,815	29.....	234,757
14.....	228,584	30.....	230,616
15.....	213,794	31.....	234,386
16.....	229,394		

Total for 27 days, 6,304,336 copies.

NET PAID AVERAGE FOR MARCH.

229,790 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.
PHILADELPHIA, April 3d, 1906.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 226,715. Smith & Thompson. Reps., New York and Chicago.

York. Dispatch and Daily. Average for 1905, 15,551. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,853 for 1905.

Providence. Daily Journal, 17,628 (©). Sunday, 20,553 (©). Evening Bulletin 57,755 average 1905. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern E. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, daily 9,587 copies (©); semi-weekly, 2,625. Sunday 705, 11,072 (©). Actual average July to Dec. 31, '05, daily 10,153; Sunday 11,524.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Dec. 31, 1905, 15,015 (3). Weekly average 1904, 14,512.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Average March 11,595. Carries more advertising in six days than does contemporary in seven. Write for information.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 54,915. Sunday 55,887. Weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,702; for 1905, 80,227.

TEXAS.

Denton. Record and Chronicle. Daily av. 1905, 974. Weekly av., 3,141. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '05, 5,011; Feb. '06, 5,568. Merchants' canvass showed Herald in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 5,527, for last six months, 1905, 5,691.

Burlington. Free Press. Daily av. '05, 6,558. Now 7,200, or more. Largest city and State circulation. Examined by Asso. of Amer. Adv.

Burlington. News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Montpelier. Argus. Actual daily average 1905, 5,242.

Rutland. Herald. Average 1904, 5,527. Average 1905, 4,286.

St. Albans. Messenger, daily. Actual average for 1905, 5,051.

VIRGINIA.

Norfolk. Landmark (©). Leading home paper. Circ. genuine. No pads. H. K. & C. Co. Sp'l.



Richmond. Times-Dispatch, morning. Actual daily average year ending December, 1905, 20,576. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia. Recorder—evenings. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma. Ledger. Daily average 1905, 15,544; Sunday, 20,255; weekly, 9,642.

Tacoma. News. Average, 1905, daily, 15,805; weekly, 6,075.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

Wheeling. News. Daily paid circ., 11,196. Sunday paid circ., 11,827. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janeville. Gazette. d'ly and s-w'y. Circ'n—average 1905, daily 3,149; semi-weekly 3,059.

Madison. State Journal, dy. C. reulation average 1905, 5,482. Only afternoon paper.

Milwaukee. Evening Wisconsin, d'y. Av. 1905, 26,648; March, 1906, 28,049 (©).



Milwaukee. The Journal, ev'g. Average 1905, 40,517; Mar. 1906, 42,667. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. Average for the year, 1905, 7,658.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877, weekly. Actual av. for 1905, 41,748; for year ended April 5, 1906, 42,984. Has a larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average 1st for 1906, 4,511.

BRITISH COLUMBIA.

Victoria, Colonist, daily. Colonist P. & P Co. Av. for 1904, 45,556 (3c); for 1905, 4,502.

Vancouver, Province, daily. Average for 1905, 8,985; March, 1906, 9,401. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1905, daily, 59,048; weekly, 15,654. Daily, March, 1906, 55,125.

Winnipeg, Telegram. Daily av '05, 18,707; last three months 20,577. (Sat. 23,000).

Winnipeg, Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000—its exclusive field. Av. for the year-end, March, 1906, 14,954; av. for last six months, 15,803.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax, Herald (2c) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,953.

Toronto, The News, Sworn average daily circulation for year ending Dec. 30, 1905, 58,289. Advertising rate 50c. per inch. Flat.

Toronto, Star, daily. Daily average February, 1906, 41,958 copies.

PRINCE EDWARD ISLAND.

Charlottetown, Guardian. Daily and tri-weekly. Sworn average 1905, 6,171. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; 1905, 96,771; weekly, 48,207.

Montreal, Star, dv. & wy. Graham & Co. Av. for 1904, dv. 56,795, wy. 125,240. Av. for 1906, dv. 58,125; wy. 126,207.

Sherbrooke, Daily Record. Average 1905, 6,152; April, 1906, 7,050.

We desire to express our appreciation of the Roll of Honor in *Printers' Ink*. The opportunity afforded by this department for bringing circulation figures up to date is very much appreciated in our case, because of the fact that our circulation is climbing steadily upward each month. We have found the Roll of Honor very helpful in clinching arguments with possible advertisers. — *The Tea and Coffee Trade Journal*, W. H. Ukers, Managing Editor, New York, March 12, 1906.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver POST, Sunday edition, April 15, 1906, contained 5,086 different classified ads, a total of 113 9-10 columns. The POST is the WANT medium of the Rocky Mountain region. The rate for Want advertising in the POST is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©) carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE Campaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE Terre Haute STAR is the recognized Want-Ad medium of Terre Haute.—Results have made it so; one cent per word.

THE Muncie STAR is practically the only classified medium in Muncie, Delaware County, and seven adjoining counties.

More classified ads are printed daily in the Muncie STAR than in all other papers in its territory combined.

DURING the month of January, 1906, The Indianapolis STAR published over 83,000 lines of classified advertising. In the same month in 1905 the STAR published 64,935—showing a gain of 23,155 lines.

This argument in itself is strong enough to show the prestige of the Indianapolis STAR and the pulling power of its advertising columns.

THE Star League, consisting of the Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices at Indianapolis, are leaders collectively and individually in the volume of classified advertising carried. Rate in each, one cent per word; combination rate, two cents per word.

If you want results from classified advertising in Indiana, use the Star League.

THE Indianapolis NEWS during the year 1905 printed 96,983 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 298,941 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month 31 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER: only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 437,327 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 15,000; 1c. word; 5c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in March, 147,014 lines. Individual advertisements, 23,385.

Circulation, 1903, 57,039; 1904, 64,384; 1905, 67,588. First three months 1906, 69,082. The average Sunday circulation, 69,384.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,588.

NEBRASKA.

LINCOLN JOURNAL AND NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD, Circ. Mar. '06, 7,184. Examination by A. A. A., June '06. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 12,661. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday leads in "Want ads," as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper.

SOUTH CAROLINA.

THE Columbia STATE (C. S.) carries more Want ads than any other S. C. newspaper.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 854 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax HERALD (C. S.) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,826, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

HOW CHURCHES USE ELECTRIC SIGNS.

Of late the illuminated sign has come into play in church work. In the case of churches which are active in the week as well as on Sundays the illuminated sign is arranged as a transparency or as a changeable letter sign, announcing the main points of the meetings as they occur. Good taste is, of course, a most important consideration in the use of electric signs upon the exterior premises of churches. The cost of operating a sign is such a small percentage of the cost of lighting a church that it ought to be an easy matter for the central station man to extend his business in this direction.—*Cassier's Magazine*.

USE OF RED CROSS RESTRICTED.

A barber in East Forty-second street, who had sent out on the street a sandwich man with a sign on which were painted red crosses and the information that the barber gave an "aseptic shave for five cents," was requested by Secretary William Chauncey Langdon of the New York State Red Cross to call in the sandwich man and take down whatever Red Cross signs he might have on or in his shop. Mr. Langdon wrote a letter to the barber calling attention to the law, providing \$500 fine and a year's imprisonment for a person using the Red Cross insignia without authority.—*New York Sun*.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!
Want Ads. in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."
Net total average circulation for March, 1906:
829,790 copies per day.
(See Roll of Honor column.)

LORD & THOMAS says:
"The Philadelphia **GERMAN GAZETTE'S** Sunday edition lately brought one of our advertisers sixty-four replies from one insertion of a \$6.00 'ad,' when but half as many were received from four English Sunday papers in the same city at a cost of \$30.00."

Write for rates.

"There's a Reason."

THE GOLDEN BRIGADE.



ONLY 114 OUT OF A TOTAL OF 23,461.

In the 1906 issue of Rowell's American Newspaper Directory—thirty-eighth annual edition of consecutive publication—there are listed 23,461 periodicals. Out of this grand total, one hundred and fourteen are distinguished from all others by the so-called Gold Marks (●●) the meaning of which is explained as follows:

(●●) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ●.—*Webster's Dictionary.*

During each yearly revision of the Directory, a considerable number of applications is received from publishers who believe their paper of such particular excellence as to be entitled to receive the double bull's eyes. Each application is given careful consideration. If the claim is established the marks are awarded. If not, or only nearly so, they are withheld, and the publishers of Rowell's American Newspaper Directory have made it a practice not to enter into any correspondence on the subject. The award of the Gold Marks (●●) is wholly arbitrary with the Directory editor. He goes slow in the matter, and out of all the applications received during the last revision of the book only three did pass muster and were accordingly awarded the Gold Marks in the new Directory. These are:

Philadelphia.....*Farm Journal.*
Augusta, Ga.....*Chronicle.*
Seattle, Wash.....*Post-Intelligencer.*

There can be no doubt that the Gold Marks are a valuable asset to a paper possessing them. This fact is recognized by some forty publications listed each week in PRINTERS' INK under the caption "Gold Mark Papers," a classified department in which no other papers but Gold Mark papers are permitted to appear. This department appears on page 36 of this

issue. A two-line advertisement therein costs \$20.80 per year, payable quarterly, or \$18.72 net, if check comes with the order in full settlement for the yearly contract. Additional space may be taken at any time, at twenty cents a line. Quarter, half or whole pages of Gold Mark papers are also inserted under the same heading, thus obtaining virtually a special position at the ordinary rate, viz.: \$40 a page, \$20 half page, \$10 quarter page, \$3 one inch.

The complete list of Gold Mark papers in the 1906 Directory follows below:

NEWSPAPERS.

New York Sun (morning)	D
New York Sun	S
New York Times	D
New York Times	S
New York Herald	D
New York Herald	S
New York Tribune	D
New York Tribune	S
New York Evening Post	D
New York Journal of Commerce	D
New York Staats-Zeitung	D
New York Staats-Zeitung	S
New York Law Journal	D
Brooklyn Eagle	D
Brooklyn Eagle	S
Chicago Tribune	D
Philadelphia Press	D
Philadelphia Public Ledger	D
Pittsburg Dispatch	D
Boston Evening Transcript	D
Baltimore Sun	D
Buffalo Commercial	D
Buffalo Express	D
Buffalo Illustrated Express	S
Rochester Post-Express	D
Cincinnati Enquirer	D
Cincinnati Enquirer	S
Columbus Dispatch	D
New Orleans Picayune	D
New Orleans Picayune	S
New Orleans Times-Democrat	D
Milwaukee Evening Wisconsin	D
Washington Star	D
Louisville Courier-Journal	D
Louisville Courier-Journal	S
St. Louis Globe-Democrat	D
Providence Journal	D
Providence Journal	S
Hartford Courant	D
Springfield (Mass.) Republican	D
Springfield (Mass.) Republican	S
Worcester L'Opinion Publique	D
Charlotte (N. C.) Observer	D
Charleston News and Courier	D
Columbia State	D
Atlanta Constitution	D
Augusta Chronicle	D
Savannah Morning News	D
Dallas Morning News	D
Galveston News	D
Montgomery Advertiser	D
Lewiston (Me.) Evening Journal	D
Lewiston (Me.) Journal	W
Norfolk (Va.) Landmark	D
Portland Oregonian	D
Seattle Post-Intelligencer	D
Petersburg (Va.) Index-Appeal	D
Petersburg (Va.) Index-Appeal	W
Halifax (N. S.) Herald	D

NEWSPAPERS—continued.

London (Ont.) Free Press.....	D
Toronto (Ont.) Globe.....	D

CLASS JOURNALS.

Commercial Bulletin, Boston.....	W
Manufacturers' Record, Baltimore.....	W
Tradesman, Chattanooga.....	S-M
Railroad Gazette, New York.....	W
Engineering and Min. Jour., New York.....	W
Engineering Magazine, New York.....	M
Engineering News, New York.....	W
Electrical World, New York.....	W
Street Railway Journal, New York.....	W
Iron Age, New York.....	W
Am. Wool and Cotton Reporter, Boston.....	W
Grain Dealers' Journal, Chicago.....	S-M
Furniture Record, Grand Rapids.....	M
Real Estate Record and Builders' Guide, New York.....	W
Architectural Record, New York.....	M
Carriage Monthly, Philadelphia.....	M
Northwestern Miller, Minneapolis.....	W
American Machinist, New York.....	W
Machinery, New York.....	M
Inland Printer, Chicago.....	M
Bakers' Helper, Chicago.....	M
Confectioners' Journal, Philadelphia.....	M
Boot and Shoe Recorder, Boston.....	W
Textile World Record, Boston.....	M
Shoe and Leather Gazette, St. Louis.....	W
National Druggist, St. Louis.....	M
Dry Goods Economist, New York.....	W
Apparel Gazette, Chicago.....	S-M
Crerand's Cloak Journal, New York.....	M
Hardware Dealers' Magazine, New York.....	M
Keystone, Philadelphia.....	M
Country Gentleman, Albany.....	W
Philadelphia Farm Journal.....	M
Hoard's Dairyman, Ft. Atkinson, Wis.....	W
American Thresherman, Madison, Wis.....	M
Army and Navy Journal, New York.....	M
Scientific American, New York.....	W
Clipper, New York.....	W
Dramatic Mirror, New York.....	W
Vogue, New York.....	W
Maritime Register, New York.....	W
Pilot, Boston.....	W
Churchman, New York.....	W

MAGAZINES.

Forest and Stream, New York.....	W
Life, New York.....	W
Nation, New York.....	W
Atlantic Monthly, Boston.....	M
Century, New York.....	M
Country Life in America, New York.....	M
Harper's Weekly, New York.....	W
Harper's Bazaar, New York.....	M
Harper's Monthly, New York.....	M

PUTTING WALL-PAPER ON BILLBOARDS.

A novel use of billboards is reported by the *Billposter and Distributor*. Nichols & Nerejk, druggists at Belle Plaine, Iowa, were induced to use the boards in that city by J. M. Moore, the local billposter, and a combination poster was devised, made up of a streamer top and bottom, with the firm's name and address, and a dozen or more strips of sample wall-paper between. This is the first time goods have been shown in outdoor advertising, it is said.

SAID BEFORE.

The greatest fallacy floating around in newspaper offices is the special position fallacy.

In Kansas City an ordinance that was designed to regulate billboards has been enjoined by the courts, on the ground that it infringes the rights of property owners.

FOR BANKS.

*The May *World's Work* publishes an investment article of interest to all savings depositors, "A Young Man and His Money." It deals with both the bright and dark sides of stocks for the small investor, and is suggestive for the financial advertising man.

PITTSBURG MERGER.

George T. Oliver, the Pittsburg steel magnate, has bought the *Times*, of that city, and merged it with his other morning paper, the *Gazette*, as the *Times-Gazette*. Mr. Oliver also owns the *Evening Chronicle Telegraph*. It is said that a new morning paper will be started by M. E. Gable, who was the largest minority stockholder in the *Times*.

HOURLY EDITIONS OF OAKLAND "HERALD."

Manager Frank W. Worcester, of the *Herald*, Oakland, Cal., was awakened by the earthquake on the morning of the late disaster, and rushing to his office found everything thrown down, with telephones, gas pipes, current and water mains disconnected. Quick repairs and temporary connections enabled the *Herald* to get out an edition of eight pages early in the morning, and from that time on hourly editions were issued with a shock rocking the building at frequent intervals. Not a man of the editorial or mechanical staff left his post. The *Herald* was sold in San Francisco all day, and at night the paper's plant was put at the disposal of the San Francisco morning papers.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905. Daily \$8,590 (◎◎). Sunday 48,721. Wg., 04, 107,925.*

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

THE LEWISTON EVENING JOURNAL (◎◎) is the only Gold Mark paper in all Maine.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎). greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSPIRIT (◎◎), established 1880. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

TEXTILE WORLD RECORD (◎◎). Boston, is the "Bible" of the textile industry. Send for booklet. "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.: \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE NEW YORK TIMES (◎◎). Largest high class circulation.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

ENGINEERING NEWS (◎◎).—An authority of the first order.—Tribune. Charleston, W. Va. E. News prints more transient ads than all other technical papers: 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MALLETT, Pub., 283 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers to be 30,389 average weekly from January 6th to March 3d, 1906.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average 1905, 106,600; Sunday average March, 1906, 150,738.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

THE NEWS AND COURIER (◎◎), Charleston, S. C. Paid circulation of highest class in every part of South Carolina and adjoining States.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,553, flat rate.



Talks on Outdoor Advertising

By LORD & THOMAS

What Is Sauce for the Goose Is Not Always Sauce for the Gander



YOUR business and that of your neighbor, Mr. Outdoor Advertiser, must each be handled on its own individual merits.

Due consideration must be given by each of you to what has

gone *before* in your particular business—if there is to be any certainty as to what will happen *afterwards*.

You cannot attain business success by merely following the lead of others without regard to the particular needs of your particular business.

* * *

IT'S a hazardous game to play "Follow-the-Leader" unless you are sure *that* leader knows where he is going and why he is going there.

In advertising in general, and Poster and Street Car Advertising in particular, this "Follow-the-Leader" game has cost the man who pays the bills thousands upon thousands of dollars.

* * *

IF a certain successful advertiser pursues a certain course at a certain time, it is taken for granted by many other advertisers that by following the same course the same success will be attained.

As a result, the unthinking "Follower" finds after "it is all over" that he has been losing money instead of making it and has been storing his goods instead of selling them.

* * *

TAKE for illustration the "Spotless Town" series advertising "Sapolio."

This series has perhaps caused more talk and received more favorable comment by press and public than any similar advertising ever placed.

The strength and attractiveness of the whole, and the delightful swing to the jingles which formed the text of these

cards at once caught the popular fancy, and immediately jingles became an advertising fad without regard to their appropriateness or advertising value.

Those who adopted the jingle fad never knew—never thought—until the time came to pay the bills and balance the ledger, that the "Spotless Town" rhymes might *not* have been intended primarily to **SELL GOODS**.

It did not occur to these adapters that the "Spotless Town" series might have been designed and placed with the sole idea of keeping interest alive in the minds of those who have **ALREADY** been convinced of the superiority of Sapolio by copy possessing the strongest kind of selling force which had been used **YEARS BEFORE**.

* * *

SO you see, Mr. Outdoor Advertiser, that "Spotless Town" might not have been intended to create new trade by implanting conviction but on the contrary might have been designed solely to keep the public reminded that Sapolio had already been used and found good—to keep alive conviction already implanted.

There is no question that it accomplished the purpose for which the series was designed.

It is freely acknowledged that an article so well known and universally used as Sapolio could perhaps afford to spend money in the attempt to merely keep the public from forgetting the name—though even Sapolio might add to the value of that advertising by, at the same time, trying to convert new trade.

But, while Sapolio could afford to indulge themselves in advertising jingles to keep alive a trade, the new advertiser needs copy that will *sell goods*, for until his advertising does sell goods he has *no trade to keep alive*.

* * *

THE Sapolio people themselves acknowledge by their own advertising that "Spotless Town" methods will not profitably market a new article.

In proof of which, note the methods of the same company to introduce a new, but similar product—Hand Sapolio.

No jingle to this copy—nothing "cute" about it—nothing to create an advertising fad.

Just direct, clear, strong, straight-from-the-shoulder statement of facts and nothing else.

The whole Hand Sapolio campaign was based on logical reasoning, simply and tersely presented, to convince the buying public of the merits of the new toilet soap.

The Hand Sapolio advertising is as convincing and filled with concentrated salesmanship as "Spotless Town" is "catchy" and "artistic."

* * *

HUNDREDS of new or inexperienced advertisers charmed by the jingles of "Spotless Town" surfeited the public with nonsensical, non-convincing and profit-destroying rhymes.

But the Sapolio people *themselves* when *they* wanted to *introduce a new product* (not merely *sustain* an established

trade) foresook and did not consider their Jingle Department but concentrated their efforts upon implanting conviction through simple reasoning and cold logic, tersely put.

So you see, Mr. Outdoor Advertiser, what is sauce for the goose is not always sauce for the gander.

Methods which might mean business *success* for a competitor might—and probably would—mean business *suicide* for you.

Your own interests; your prosperity, your success depends upon your having your Poster and Street Car Advertising planned, written and designed exclusively for you, to suit your own special needs, and the peculiar requirements of your own business.

* * *

IT'S expensive and unnecessary to advertise by guess or play "Follow-the-Leader" in planning your advertising campaign.

It's equally expensive and unnecessary to have your Poster or Street Car Cards prepared by color printers who by training and experience are totally unqualified to understand your special requirements from a salesmanship standpoint or to intelligently meet these requirements if they did understand them.

Yet, notwithstanding this, 99 per cent of all posters and car cards in use today have been prepared as to idea, text and design by color printers—and in consequence are "artistic" instead of convincing. For the

color printer by education and practice is an art worker, not a business man.

* * *

THE modern advertising agency trained in selling goods by the proper use of printers' ink is the logical place to look for Poster and Street Car copy which will in a given time move the greatest amount of merchandise at a given cost.

Lord & Thomas, however, is the only Agency, Company or individual in America equipped to prepare poster and street car advertisements primarily designed to implant conviction and clear the merchandise from the shelves of their customers.

Lord & Thomas alone have had the foresight and the nerve required to spend over \$30,000 in establishing a Special Outdoor Advertising Department equipped to give the same efficient service on Billboard and Street Car copy that is given to their customers using newspaper and magazinespace.

* * *

THE copy force in this department are specially trained men, qualified by education and experience to intelligently analyze advertising propositions and prepare posters and car cards which will market the greatest amount of goods at the least expense.

This special organization, while entirely separate and distinct from Lord & Thomas' newspaper and magazine force, is in a position to draw at will upon the 30 years' experience of the company as a whole in

correctly judging your needs and in deciding how most economically to market your product on the boards or in the cars.

The services of these specially trained men in this, the only specialized Outdoor Advertising Department in America—are yours without charge, if you want them.

It will cost you no more to have your Posters and Car Cards prepared by Lord & Thomas' trained poster copy men than it does now to have them prepared by color printers who are artists and not salesmen.

Space on bill boards or in street cars will cost you the same no matter from whom you buy it, whether from Lord & Thomas, or direct, or through any other authorized agency.

* * *

THE posting systems bear the expense of this service—not you. Because they recognize that in proportion as you succeed through Billboard and Street Car advertising, to

just that extent will it mean success for them.

Therefore, if Lord & Thomas look after your bill posting and street car work your space will cost you basically no more and no less than it does at present, but this space will be immeasurably increased in value and productiveness by being filled with sales-producing copy instead of pointless art.

* * *

IF you are interested in Outdoor Advertising or contemplate Outdoor work, or if you wish your Billboard and Street Car Space to bring you **BETTER RETURNS**, write us for our Book on Outdoor Advertising—which fully covers in detail every phase of this form of publicity. We are also about to issue a series of small books (cloth bound) covering advertising—newspaper, magazine and outdoor—in all its phases.

The value of the information and data this series contains cannot be measured by the price they were intended to sell at—\$4.00—but we will gladly send them free to any interested advertiser.

LORD & THOMAS

ESTABLISHED 1873

Largest Advertising Agency in America

Annual Volume Placed for Clients

CHICAGO

Approaching \$4,000,000.00

NEW YORK



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 9, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

Vick's Magazine has been moved from Rochester to Danville, N. Y.

The special agency of Charles J. Billson, have moved their office from the Tribune Building to 9 West 29th street, on May 1st.

A new outdoor, monthly magazine called *Mount Tom* has been established by the Mount Tom Press at Northampton, Mass. Gerald Stanley Lee is editor.

R. F. MARKHAM, advertising manager of the *Sun* and *Star*, St. John, N. B., is to leave those papers shortly to take charge of the advertising of a daily in Western Canada.

A DENVER AGENCY.

A comparatively new advertising agency in Denver is the Hartman-Sargent Advertising Co., which recently succeeded the F. T. Hartman Co. It now has 138 clients, eleven of whom are national advertisers, and is growing rapidly. Among its accounts are: Exuda Company, footcase powder; Century Loan & Trust Co., Denver; Standard Trust Co., Birmingham, Ala.; Linquist Cracker Co., Kuner Pickle Co. and Conklin Fountain Pen Co. Many of the other accounts are confined to cities in Colorado, Kansas, Montana, Nebraska, New Mexico, Utah and Wyoming.

THE 1906 ISSUE.

Purchasers of this edition of Rowell's American Newspaper Directory are advised to preserve it carefully for future use, for this particular volume will become more valuable in the few years that follow, because it will be the last issue to contain a reiteration of all the varying circulation ratings accorded to all the newspapers for the preceding sixteen years. In future issues the Key will be out of use, the letter ratings will disappear, and the plain story about every paper will be told in plain words. The Directory for 1907 will have a condensed résumé of the past ratings, but the whole detailed story, as shown in the present issue, will often prove of marked value to advertisers whose contracts are for such considerable amounts as to make welcome to them everything that throws light upon the stability of the circulation of a newspaper under consideration. Price \$10 net cash, sent carriage paid upon receipt of price. Address the Printers' Ink Publishing Company, 10 Spruce Street, N. Y.

THE Shaw-Cassidy agency, of Pittsburgh, has moved into new quarters at 539 Wood street, that city, occupying three floors. Business was begun in a small room two years and a half ago.

MR. W. M. ARMISTEAD and Mr. J. C. McMichael who have been with the Massengale advertising agency of Atlanta, Ga., for several years, have purchased the Lowman advertising agency of that city.

THE London Times, which has made its circulating library a fine advertisement for the paper, now proposes to sell 60,000 volumes of new books at prices that involve a profit of only twopence on the shilling.

W. H. INGERSOLL, who has managed the advertising of the Ingersoll Watch for several years, now has charge of the publicity department of the new National Cigar Stands Co., with offices at 23 East 21st street, New York.

OUR POSTOFFICE.

We charge twice as much for carrying merchandise as we charged thirty-two years ago, and over nine times as much as Germany, Austria, and France charge to-day. We charge twice as much to carry a parcel within the limits of a single city as it would cost to send it from end to end of the world-circling British Empire.—*Collier's*, April 21, 1906.

IN Rowell's American Newspaper Directory for 1906 there are 17,000 papers catalogued, none of which are supposed to print as many as a thousand copies. One thousand copies is the advertiser's unit of value. During the revision of the Directory a tabulation was made of all replies received from papers of this class. Out of the entire 17,000 only 801 seemed to claim a higher rating than had been accorded, and of these only 176 supported their assertions by the requisite evidence which consisted only of a signed statement of copies issued.

NEW INGERSOLL WATCH COPY.

A new line of copy is being put out by Robt. H. Ingersoll & Bro. through the Ben B. Hampton Co. for their new stem-winding and stem-setting dollar watch. In the monthlies pages, half-pages and quarter-pages are being used, and in the weeklies full, half and quarter column spaces. The illustrations are simple but effective, and the text is well written and devoted to emphasizing the dependable qualities of the Ingersoll watch.

NOVEL HIPPODROME AD.

The New York Hippodrome is employing an unique form of advertising for reaching out-of-town guests at the hotels. Invitation telegrams are addressed to each one, the message being signed by a given name only. The following is a copy of a message sent out last week:

ALBANY, April 24, 1906.

"While in New York see Hippodrome show, it's splendid. HARRY."

The telegraph blank upon which it is written in style is an imitation of the Western Union or Postal blank, but for them is substituted the name of the "Eastern Union Telegraph Co." The envelope is gotten up in a similar manner.

WALL-PAPER HISTORY.

Dealers in wall-paper, as well as manufacturers, will doubtless find interesting advertising material in a book entitled "Old Time Wall-Paper," by Kate Sanborn, published at the Literary Collector Press, Greenwich, Conn. This is said to be the first work on the subject. Wall-paper seems to have originated in China. The first European product was made in Rouen, France, in 1630, where a factory was established. Colored papers were made in France and England in the middle of the eighteenth century, and the first wall-paper was brought to America about 1735. Many illustrations of old designs are given.

A MAGAZINE with a large circulation, which appears once a month, is a fine advertising medium in which to confirm the convictions of readers who have formed opinions based upon newspaper advertising.—C. A. Rook.

A COMMITTEE of the Methodist Episcopal Church met recently at Buffalo to discuss the advisability of consolidating its various printing plants at one point. Cleveland, Minneapolis, Niagara Falls, Cincinnati and Mansfield, Ohio, are seeking the merged plant.

VARNEY & GREEN, controlling the billboards of San Francisco and other California cities, announce that their plant in San Francisco was wholly destroyed, but that no one connected with the company was killed or injured. The office in Los Angeles is now headquarters.

MORE MOVINGS.

The *Youths' Companion* New York office has been moved from 253 Broadway to the Flatiron Building.

The New York offices of the Philadelphia *North American and Record* are now in the Flatiron Building.

The George B. VanCleve agency, formerly in Temple Court, has been moved to 32 Union Square.

The Homer W. Hedge agency is installed in new and larger quarters at 11 West 34th street, New York.

GOOD RUNNING IN THE FIRST QUARTER.

During the first three months of this year the Indianapolis *News* had a paid average daily circulation of 78,300 copies, a daily gain of 5,349 copies over last year. It printed 5,430 columns of advertising in that period, or nearly seventy columns daily average, a gain of four columns daily over last year. In the classified columns 73,241 want ads were printed, or nearly twice as many, it is claimed, as were printed by all other Indianapolis dailies combined.

HOW TYPE TALKS

You may employ the best talent obtainable for writing and illustrating your business story and an unskilled or careless printer may spoil it totally.

Your copy may state that your goods are the best ever, while the printed pages yell "vile!" in garish red and sickly green.

If you say one thing in your copy and the types say something entirely different the result is absolutely zero—if not far below zero.

We print things that reflect the character of the goods advertised. We produce a printed result in perfect harmony with the proposition that lies behind it.

We put ability, experience, good taste and careful thought into every printed thing we make.

If you would like a piece of printing that men will carry in their pockets, show to their friends and say "This is good!" let us hear from you.

Write to me.

JOSEPH GRAY KITCHELL

President

THE
ETHRIDGE-KENNEDY Co.

Hartford Building

No. 41 Union Square

(Telephone 4847-8 Gramercy)

NEW YORK CITY

WITH its April number the *British Advertiser* ceases to be, but the leading features of this monthly advertising journal are to be introduced into *Business Help*, a new London commercial journal that will sell at a penny a copy. This gives the publisher wider scope for circulation and advertising.

QUACKS AND QUAKE.

Collier's resumed its proprietary series in the issue for April 28 with a long list of deaths reported as a consequence of using headache powders, soothing syrups, etc. The issue of May 5 was almost entirely devoted to the San Francisco earthquake and conflagration.

DEATH OF PUBLISHER.

Hamlin Russell, publisher of *Russell's Convention Dates*, a weekly issued for the information of railroad and hotel men, died at his home in Newark, N. J., April 25. Mr. Russell was for thirty years a newspaper man, and a traveling correspondent for such papers as the Cincinnati *Enquirer* and St. Louis *Republic*. At the time of his death he was a superintendent for Whitehead & Hoag, the Newark novelty manufacturers.

GREAT VALUE.

It would be difficult to buy for twenty-five cents anything that represents so much real value to the man who can use it as the New York *World Almanac*. This handbook is not only kept up to date, but contains more information than any similar book published in this country, and compares well with English reference works sold at several times the price. In the past few years the Little Schoolmaster has succeeded in finding only one omission of an important fact in its pages. The *World Almanac* in that period has not contained the name of the present Pope.

To persevere in one's duty to be silent is the first answer to calumny.—George Washington.

DIRECTLY after the San Francisco disaster the Chicago department stores made arrangements to receive subscriptions for a relief fund, paying for a combination advertisement in the newspapers to attract subscriptions. The firms represented were Marshall Field & Co., Mandel Bros., Carson, Pirie, Scott & Co., Chas. A. Stevens & Bros., The Fair, Siegel, Cooper & Co., Rothschild & Co., Boston Store and Hillman's.

COMPLETELY WIPED OUT.

Mr. Edgar M. Swasey, the advertising agent of San Francisco, has opened temporary offices in the Union Savings Building, Oakland, Cal. Mr. Swasey's agency was completely destroyed as was every other advertising agency in San Francisco. Publishers are asked to forward Mr. Swasey two copies of rate cards, circulation statements, etc., for filing; and publishers having contracts and accounts with him should send copies of them at once.

SAN FRANCISCO PAPERS DID NOT MISS AN ISSUE.

While only a small combination newspaper headed the *Call-Chronicle-Examiner* appeared in San Francisco the morning following the earthquake, in a few days the dailies of that city were appearing with their own headings, being printed in Oakland. The *Chronicle* did not miss an issue, and Hearst's *Examiner* appeared on Sunday with a ten-page news section and all the Hearst supplements, the latter being printed in Los Angeles. The *Call* also issued a six-page Sunday paper, as did the *Chronicle*. The *Bulletin* soon began to issue from an Oakland office, and at present it is assured that the newspapers of the unfortunate city will be among the first enterprises to re-establish themselves in new plants.

DEATH OF MRS. BRILL.

Mrs. Regina Brill, mother of Samuel, Max D., Maurice and Sidney D. Brill, died in her seventy-sixth year at her New York home April 27. The stores of Brill Brothers were closed April 28 in consequence. On April 27 the department store of James A. Hearn & Son, New York, was closed on account of the death of Mrs. B. H. Dolbear, sister of George Hearn.

ANOTHER BIG CIGAR COMPANY.

The United Cigar Manufacturers' Company, of New York City, was recently incorporated at Albany, with capital of \$20,000,000, divided into \$5,000,000 preferred and \$15,000,000 common stock. The directors are Edward O. Kerbs, Charles Hirschhorn, Jacob Wertheim, Marc H. Mack, Walter A. Schiffer, Fred Hirschhorn, Edmund L. Haas, Charles E. Storm, Louis Schlesinger, M. Samuel Stern, G. Gordon, M. Cully and Lewis Samebon of New York City.

MULTUM IN PARVO.

The 1906 edition of Mahin's well-known "Advertising Data Book" (Mahin Advertising Co., Chicago) contains over 200 pages of condensed information regarding advertising, mediums, distribution and typography, and presents the essential facts about advertising in smaller space than any similar publication, being of vest-pocket size. A geographical list of important cities and towns gives not only leading newspapers, with circulation estimates, but number of street cars, population, rates for newspaper space and billposting, etc. There are many condensed census figures about various classes of people and their incomes, and a complete magazine, religious paper, farm journal and mail-order directory, giving publications, circulation, closing day, page or column size, rate, discount, etc.

The *Street Railway Journal*, *Electrical World*, *Engineering Record* and other technical journals of the McGraw Publishing Co., New York, will be housed a year or so hence in a ten-story reinforced concrete building that has been started for the company on 39th street, between Seventh and Eighth avenues. The present offices are at 114 Liberty street.

FROM June 10 to 16 the fiftieth anniversary of Cedar Rapids, Iowa, will be celebrated. The city's Commercial Club issues a neat booklet filled with facts about its growth and prosperity. Cedar Rapids claims to be the leading wholesale center of Iowa, with \$10,000,000 gross business, and also first in manufacturing, with 75 factories, 3,000 employees, \$2,000,000 in wages annually and an output of over \$16,000,000 in 1905. The city is fifth in Iowa in population.

QUICK WORK ON MINING JOURNAL.

The *Mining and Scientific Press*, of San Francisco, missed its first weekly issue since 1860 as the result of the recent disaster, which destroyed its plant. J. A. Rickard, its owner and editor, says that but one issue will be skipped. A printing office in Berkeley was secured while the journal's own plant was burning, and telegrams sent to representatives in New York, Boston, Chicago, Seattle and Denver, telling of the new location. Advertisers had to send new cuts and copy, and contributors to rush new articles. With hardly an exception advertisers have consented to run plain text ads until the paper is thoroughly re-established. Mr. Rickard was formerly editor and part owner of the *Engineering and Mining Journal*, New York. The *Mining and Scientific Press* is represented in New York by William S. Bullock, Park Row Building, who had arrangements made to help his chief the first day of the fire.

FREE circulation on some papers is worth more than paid on others.—*Edmund Willcox.*

THE summer tournament of the American Golf Association of Advertising Interests will be held at Atlantic City, June 25th, 26th, 27th, 28th and 29th, the majority of the members of the Association having voted to hold the tournament at this resort. It is expected that there will be an entry list of one hundred and forty to one hundred and fifty.

THE ALL-NIGHT BANK AGAIN.

The Night and Day Bank, which was projected in New York a year or two ago, is now open for business at Fifth avenue and 44th street. It will be closed only from midnight Saturday to midnight Sunday. A twenty-four hour safe deposit service will also be given. The institution has \$200,000 capital, \$200,000 surplus and \$100,000 reserve. Oakleigh Thorne is president.

AMERICAN RADIATOR PROSPEROUS.

The American Radiator Company, one of the active "trusts" in its advertising, earned over twelve per cent on its common stock last year, according to its report. President Woolley says there still exists a prejudice in foreign countries against American methods of warming, but advancement is being realized as the result of persistent effort on the part of a comprehensive selling organization, which operates in all of the European countries, with connections in Africa, Australia, Egypt, India, China and Japan. The company has plants in France and Germany, and is building one in England. It is necessary to manufacture radiators in foreign countries if any business is desired there, for their excessive weight makes ocean freight charges prohibitive.

THE Garfield National Bank, located at 23d st. and 6th ave., New York, has issued a strong advertising booklet which makes an especial bid for the accounts of lady shoppers of that district.

THE Supreme Court of Indiana has decided that the cigarette law of that State is valid insofar as it prohibits the sale of cigarettes, but that it is neither illegal to bring them into the State or to smoke them.

SAYS a despatch from Hartford, Conn., "William T. Hennessey, clerk in a butter store, delivered some goods at the home of James Walker, in East Hartford, and without orders delivered a kiss to Florence Walker, the daughter, who was alone. Within two hours he was brought before Judge E. O. Goodwin and fined \$50 and costs." It is supposed this is the first prosecution under the Pure Food law.—*New York Telegram.*

BIG ENGLISH ADVERTISER DEMANDS COMMISSION.

The advertising of A. J. White, Ltd., a London corporation founded by the American from whom it takes its name, is now placed in British papers direct. For many years orders have been sent out by Clark, Son & Platt.

The White concern makes Mother Seigel's Curative Syrup and has advertised it in Great Britain, France, Spain, South Africa, Australia and India.

English papers are informed that in order to get renewals of the Seigel business they must allow the agent's commission to the advertiser. With almost cynical frankness the firm says it got part of the commission when the advertising went out through an agency.

It has been suggested that, as advertising is the very breath of life to the patent medicine business, the papers need not accept the White offer, but can get good terms if they will only stand together.—*Fourth Estate.*

TOLD IN PICTURES.

With its usual instinct for the unhackneyed, the H. I. Ireland Advertising Agency, Philadelphia, shows its new offices in a booklet that is really a photograph album. Large half-tones give glimpses into the various departments, while brief notes indicate the strong points of this agency, and outline its facilities for national business. A good portion of one floor is now occupied, at 925 Chestnut street, and a number of fine general accounts supplement a business that was formerly local, among them Fleisher's yarns, Fels Naptha soap, York Knitting Mills, etc.

ONE OF THE OLDEST ADVERTISED FOOD.

Leslie's Weekly for April 26 tells at length the story of the development of condensed milk, which was first evolved and put on a successful commercial basis by the late Gail Borden. In 1858 Frank Leslie conducted a crusade for pure milk, and soon after appeared in *Leslie's Weekly* the following advertisement:

Borden's Condensed Milk, prepared in Litchfield County, Conn., is the only milk ever concentrated without the admixture of sugar or some other substance, and remaining easily soluble in water. It is simply fresh country milk, from which the water is nearly all evaporated, and nothing added. The Committee of the Academy of Medicine recommend it as "an article that, for purity, durability and economy, is hitherto unequalled in the annals of the milk trade."

One quart, by the addition of water, makes $2\frac{1}{2}$ quarts, equal to cream—5 quarts rich milk, and 7 quarts good milk.

For sale at 173 Canal street, or delivered at dwellings in New York and Brooklyn at 25 cents per quart.

This ad was written by Gail Borden himself, and at the outset of the business he peddled his own product through New York's streets, ringing a hand-bell. Borden was then fifty-seven years old. He lived to realize a fortune from his invention, and the Borden Company is to-day one of the largest industrial corporations in the United States, with capital up in the tens of millions.

ALBERT FRANK & Co. are placing fairly extensive annual contracts with all of the leading New York City newspapers for the Equitable Trust Co.

WASTE-BASKET—THAT'S ALL.

SPARTANSBURG, Pa., May 1, 1906.

Editor of PRINTERS' INK:

We inclose herewith a proposition from the Spencer Seedless Apple Company. Now what do you think of that? If they give out any advertising after the publication of the article, it will be on the exchange basis. We feel that the publishers all over the country should let the company stand the cost of making the experiment.

Respectfully yours,

H. L. BOWEN, Editor *Sentinel*.

MARTINSBURG, W. Va., April 26, 1906.

Editor *Sentinel*.

Spartansburg, Pa.:

We take pleasure in handing you inclosed herewith a reprint of an article which appeared in the *American Agriculturist*, Feb. 17, 1906.

The Spencer Seedless Apple Company is now in a position to place a vast army of agents in the field for the sale of trees, and in the near future is going to make an extensive advertising campaign, using the numerous county papers in each and every State.

The reprint is inclosed herewith for the purpose that you may reproduce the whole, or in part.

Our advertising will be distributed among those papers who make reproductions of the articles concerning the Spencer Seedless Apple, and the amount of advertising is dependent upon the inquiries coming from the county in which the paper is located. By this system of checking we can nearly determine the best organs to use in our advertising campaign.

Yours respectfully,

SPENCER SEEDLESS APPLE COMPANY OF OHIO AND PENNSYLVANIA.

Similar propositions are constantly made by advertisers and some advertising agents. If this sort of graft is successful it is due to the gullibility of the country publisher whose lack of backbone fostered this sort of thing. Mr. Bowen should pacify himself, for surely he has a waste-basket handy.

THEY HAVE REFORMED.

LINCOLN, Neb., April 25, 1905.

Editor of PRINTERS' INK:

Regarding the matter of protecting general advertising agencies will say that it has been a great many years since we have given the advertisers the agent's discount. We endeavor to protect agencies in every way. It seems to me it would be practical to get some kind of an agreement either among the agents or newspapers that would prevent the division of commissions on one hand and the granting of commissions to advertisers on the other. The *Journal* would be glad to co-operate in any such movement.

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Very truly yours,

NEBRASKA "STATE JOURNAL,"

J. C. Seacrest, Manager.

READING notices for which secular papers charge a high premium above the regular rate are given with much freedom by the religious papers.—*William H. Beers.*

TIMELY WORK.

Following the San Francisco fire most of the local agents of fire companies in Chicago took large spaces in the *Record-Herald* to publish statements of their companies. Among those appearing during the week after the disaster were:

John Naghten & Co., Metropolitan Fire Insurance Co., Chicago; Brummel Bros., Albany Insurance Co., Albany, N. Y.; R. W. Hosmer & Co., representing ten fire companies; Burrows, Marsh & McLennan, Aachen & Munich Fire Ins. Co., Aachen, Germany; Michigan Commercial Ins. Co., Lansing, Mich.; Traders' Ins. Co., Chicago; W. L. King, Providence Washington Ins. Co., Providence, R. I.; Klee, Rogers & Cory, Western Ins. Co., Pittsburg; Charles Nelson Bishop, Northern Assurance Co., London, Eng.; C. C. Kemp, Delaware Ins. Co., Philadelphia; Reliance Ins. Co., Philadelphia; Charles E. Sheldon, Rockford (Ill.) agent American Ins. Co., Newark, N. J.; J. S. Gadsden, Aetna Ins. Co., Hartford, Conn.; Rollo, Webster & Co., Western Assurance Co., Toronto; Charles E. Dox, London & Lancashire Fire Ins. Co., Liverpool, Eng.; Jas. L. Ross, Agricultural Ins. Co., Watertown N. Y.; Fred. S. James & Co., National Fire Ins. Co., Hartford, Conn.; J. H. Lenehan, Phenix Ins. Co., Brooklyn; E. G. Halle, Germania Fire Ins. Co., New York; Waller, Chandler & Grey, Orient Ins. Co., Hartford, Conn.; P. D. McGregor, Queen Ins. Co. of America, New York; L. S. Blackwelder, Niagara Fire Ins. Co., New York; J. J. McDonald, Connecticut Fire Insurance Co., Hartford, Conn.; Critchell, Miller, Whitney & Barbour, County Fire Ins. Co., Philadelphia; J. L. Whitlock, Glens Falls Ins. Co., Glens Falls, N. Y.; Moore, Case, Lyman & Herrick, representing twelve companies; Thos. Cooper, Royal Exchange Assurance, London, England; Adolph Loeb & Sons, Transatlantic Fire Ins. Co., Hamburg, Germany; Latw Brothers, Royal Ins. Co., Liverpool, Eng.

Many of these Chicago agents and managers published telegrams from their home offices, instructing them to pay all losses in San Francisco as soon as proof was offered, together with statistics regarding their companies' action in past conflagrations and other information calculated to reassure any doubter. The combined showing was a splendid testimonial to the security of the companies, and must unquestionably have a lasting influence throughout the West.

GOOD PRINTED MATTER.

A packet of printed matter written and designed by Alf. W. Breuninger, 310 Cherry street, Philadelphia, shows good sense in both text and dress, with an instinct for hitting vital selling points. Mr. Breuninger writes the advertising for the Thomson Printing Company, that city, and among other Philadelphia clients are the McClure Company (tin plate), Jacob Reed's Sons (uniforms), Gatchel & Manning (engravers), the E. S. Bortel Company (roofers), and the Schwarzwaelder Company (tailors).

THE QUOIN CLUB BULLETIN.

The object of the Quoin Club is "the improvement of the conditions surrounding advertising in periodicals of national circulation."

The membership is limited to "advertising managers of weekly or monthly periodicals of national circulation and good standing."

The club feels that its members' solicitation for their periodicals on the Pacific Coast has been too much of an effort to secure immediate business in the course of a more or less hurried trip to the Coast.

With a view to undertaking seriously the creation of new business in that locality, it has sent a representative of the Quoin Club, as such, in the person of Mr. F. E. Scotford, to the Coast as its permanent representative there.

Mr. Scotford will devote his time to assisting various Commercial Clubs and Chambers of Commerce in the raising of funds for advertising in the various magazines represented in the club, to settlers, tourists and capitalists, and to inducing the packers and manufacturers of the Coast to advertise their products to consumers in eastern markets. This not independently, but in conjunction with, the advertising agents of the Coast or of the East, who may be interested in the individual accounts in question.

The periodicals represented in the Quoin Club are as follows: *The All-Story Magazine*, *The American Illustrated Magazine*, *The Argosy*, *Appleton's Magazine*, *The Century Magazine*, *Collier's Weekly*, *Country Life in America*, *Current Literature*, *The Cosmopolitan*, *The Delineator*, *The Designer*, *Everybody's Magazine*, *The Garden Magazine*, *Harper's Bazaar*, *Harper's Magazine*, *Harper's Weekly*, *Interior*, *Life*, *McClure's Magazine*, *The Ladies' Home Journal*, *Munsey's Magazine*, *The New Idea Woman's Magazine*, *The North American Review*, *The Outlook*, *Outing Magazine*, *The Review of Reviews*, *The Saturday Evening Post*, *The Scrap Book*, *St. Nicholas*, *Scribner's Magazine*, *Woman's Home Companion*, *The World's Work*.

SAN FRANCISCO AGENCIES. A GOODLY FELLOWSHIP.

The *Commercial Union* reports the following list of advertising agencies in San Francisco whose plants have been totally destroyed:

F. J. Cooper, 78 Geary st.; Dake Advertising Agency, 124 Sansome st.; Fisher's Advertising Agency, 425 Montgomery st.; Golden Gate Advertising Agency, 3400 Sixteenth st.; Nolan-Davis Co., Inc., operating Barnhart & Swasey, 107 New Montgomery st.; Sunset Advertising Agency, Tenth and Market sts.; Edgar M. Swasey, 24 Second st.

COURT UPHOLDS MAIL TREATMENT.

United States Commissioner Ridgway, of New York, has discharged the four prisoners who have been held in the "Force of Life" case. The defendants, Virgil Neale, Laura M. Wilson, Dr. William H. Hadley and A. H. Williams, were arrested at the complaint of the New York County Medical Society on a charge of using the mails to defraud by conducting a questionable medical institution. Thousands of patients were treated by mail advice. The Commissioner found there was nothing fraudulent in the evidence, and held that:

The "mail-order medical business" brings the patient more directly within the control of the prescribing physician than would usually be the case, and especially so in instances where the patient has not specialists at his command, and all at an expense the ordinary person can meet. That this form of treatment was a benign influence in the community there can be no doubt. Ever since the days of Aesculapius there had been an earnest endeavor for perfection in medical research, which had never become an exact science. Some people pin their faith to Christian Science, but the major portion believe that bodily ills require treatment, and expect assistance through one of the several "paths" now before the public. Commissioner Ridgway cited cases within his own knowledge where local physicians had given up patients, and where treatment from so-called "patent medicines" had effected permanent cures. There was nothing to prevent each person from accepting and employing such method of medical treatment as most appealed to him or her, that there was nothing to show that the "Force of Life" Company had employed fraudulent or deceptive means in the conduct of its business, and that upon the contrary the testimony of such of the company's patients as was offered in evidence showed the patients were pleased with the treatment received.

Advertisers who place a proper value on the space they buy, and who want to know for what and for how much they are paying, will be interested in the appended table. It contains a list of all the daily papers of the country's twelve largest cities which furnished detailed statements of the number of copies printed for the 1906 edition of Rowell's American Newspaper Directory, which will be ready for delivery on the twenty-first of this month.

The list follows, with the 1905 circulation figures:

NEW YORK.	
Atlantis.....	9,355
Evening Post.....	25,286
Globe.....	139,286
Jewish Morning Journal.....	54,668
Morning Telegraph.....	30,321
Trade Record.....	3,176
Wall Street Journal.....	13,153
World, morning.....	305,490
World, evening.....	371,706
CHICAGO.	
Abendpost.....	46,248
Examiner.....	144,806
Jewish Courier.....	12,539
Live Stock World.....	17,651
Narod.....	1,576
Evening News.....	312,637
Record-Herald.....	146,456
Svmornst.....	27,689
Tribune.....	153,550
PHILADELPHIA.	
Evening Bulletin.....	211,134
German Gazette.....	51,508
Press.....	106,600
ST. LOUIS.	
Globe-Democrat.....	120,520
Post-Dispatch.....	143,352
Republic.....	95,468
BOSTON.	
Evening Transcript.....	26,403
Globe.....	192,584
Post.....	230,427
BALTIMORE.	
News.....	60,678
American.....	64,137*
CLEVELAND.	
Press.....	146,685
BUFFALO.	
Courier.....	48,008
Enquirer.....	31,027
Evening News.....	94,690
SAN FRANCISCO.	
Bulletin.....	56,150
Call.....	62,941
News.....	17,313
CINCINNATI.	
Times-Star.....	148,505
PITTSBURG.	
Chronicle-Telegraph.....	61,919
Gazette.....	64,666
Post.....	58,778
NEW ORLEANS.	
Item.....	21,930*
States.....	19,185

* Report received too late for the 1906 Directory.

A BONANZA.

The Vickery & Hill Publishing Company, Eastern office 1706 Flatiron Building, New York, says:

It has never been our policy to make Summer propositions (so called) but realizing that quite a volume of advertising has been carried in the past during the Summer months by mail-order papers at either a reduced rate or by gift of space, we have concluded to make this season for the benefit of your customers several special advertising propositions for the months of June, July, August and September as follows:

1. Advertisements of fifty lines or more ordered inserted in any or all of the Vickery & Hill publications three consecutive months out of the above four will only be charged for the first two months. There will be no charge for the same ad inserted the third month. It will be necessary to start with the June or July issues to take advantage of this arrangement.

2. Advertisements of fifty lines or more ordered inserted any of these four months in the Vickery & Hill List and *Good Stories* will be given an insertion the same month in the *American Woman* without charge. Only one key number, however, will be permitted for the entire list of papers.

3. Advertisements of fifty lines or more ordered inserted in the Vickery & Hill List any of these months will be given an insertion the same month in *Good Stories* without charge. Only one key number will be permitted and two electros must be sent us.

4. Advertisements less than fifty lines ordered inserted in any or all of the Vickery & Hill publications four consecutive months beginning with the June issues will only be charged for the first three months. The September insertion will be free.

AN APPEAL TO PUBLISHERS.

Temporary Office, TRIBUNE BUILDING,
OAKLAND, Cal., April 27, 1906.

Editor of PRINTERS' INK:

The great fire which swept over the city of San Francisco last week absolutely destroyed the plant of this agency. We are exceedingly anxious to complete our files at the earliest possible moment, and are writing you to-day to ask if you would kindly run an item in your next issue stating that our plant was destroyed entirely, and that we would be greatly obliged to receive promptly a duplicate set of rate cards from every publication in the United States, as far as it is possible.

We feel satisfied that a good line of work will soon go on at San Francisco, and the prompt compliance of the publications to our request for rate cards will facilitate this office in the handling of such business as we may secure.

Yours very truly,

F. J. COOPER ADVERTISING AGENCY.

NOTES OF THE COAST.

THE *Oakland Herald* was the only paper that published any advertising the first day of the calamity.

ONE of the *Oakland Herald's* contemporaries got out a two-page paper, single sheet, about 12x18 inches.

THE first paper on the Coast to reach the 200,000 mark was the *Oakland Herald* and this was during the first day of the Great Earthquake.

THE *Sunset Magazine* plant was totally destroyed and will probably make a big hustle to get out its May number which was on the press.

THE San Francisco *Chronicle* is now being printed by the plant of the *Oakland Herald*, and the general offices of the *Chronicle* are in Oakland.

THE San Francisco *Bulletin* did not get out a paper until Friday, April 20th, when a four-page paper 14x21 inches was published on a job press.

THE good old *Argonaut* perished in the flames, but phoenix-like it promises to rise again and take its place among the good papers of the earth.

THE *Wasp* got its final sting—perished nest and all in the calamity, while proprietors were trying to save their effects, so says a representative.

THE San Francisco *Bulletin* is now being printed by the plant of the *Oakland Herald*, and the general offices of the *Bulletin* are now in Oakland.

THE *Oakland Herald* in addition to printing its own paper and the *Call*, *Chronicle* and *Bulletin* also published the Chinese daily that lost at 'Frisco.

ALL of the San Francisco papers will publish in Oakland until their home offices are ready, and this will be several months at the very lowest: calculation.

GEN. HARRISON GRAY OTIS, publisher of the *Los Angeles Times*, gave \$10,000 and raised \$50,000 more, and with the cash came on a special car and turned it over to the committee.

Town Talk, the leading society weekly of San Francisco, was cleaned out—plant, files, nothing at all saved. It will be published again as soon as a new plant can be secured.

THE *Oakland Herald* sent special telegrams to the *Boston Globe*, *New York Herald*, *Chicago Tribune*, *Providence Journal*, *Atlanta Constitution*, *St. Louis Post-Dispatch* and others.

MR. PITTOCK, publisher of the *Portland Oregonian*, was in San Francisco during the quake and immediately went to Oakland and opened a registration office for Oregon and Washington people.

THURSDAY morning, April 19th, the *Call*, *Chronicle* and *Examiner* published a united four-page paper under the title "*Call-Chronicle-Examiner*." This is quite a curiosity and sells at a very big price.

MR. M. H. DE YOUNG, proprietor of the *Chronicle* was early on the scene and for several nights stayed right through the excitement, and was active in looking after his paper's interests.

JAMES SHIELDS MURPHY.

MORE ABOUT STREET-CAR CENSORSHIP.

The Little Schoolmaster finds that he was misinformed when he stated, in his issue of April 18, that the following matter on a Red Raven Splits card was refused for cars in New York City:

ROCKEFELLER.

Of course you haven't millions;
You haven't built a university;
But you have been a rockyfellow—
Headache, stomach upset, remorse—
Red Raven Splits is the ideal aperient
water for that rockyfellow feeling.

He is still of the opinion, though, that this card is below the usual standard of the Duquesne Distributing Co., Harmarville, Pa., proprietors of Red Raven. A New York street-car man was asked if he considered it objectionable, and said he would prefer to answer that question when the card was offered him. But he thought Mr. Rockefeller had been hammered too much lately, and suggested that an Andrew Carnegie card be tried. To make a Red Raven pun on Mr. Carnegie's name, though, might involve extensive spelling reforms.

Censorship of car cards, he said further, involved details that do not apply to newspaper or magazine advertising. Oftimes a card that is entirely innocent in every respect becomes a thing of obscenity at the hands of the passenger with a pencil or penknife. Some years ago a card with the words "Be patient and you will have patient children" was put out in the New York elevated cars. In a few days it had to be withdrawn. The man with a penknife took to scratching the second last word, giving the sentence a race-suicide meaning. Passengers on the cars are diabolically keen at such altered meanings, and this is cited as proof of the thoroughness with which car cards are read. In the New York surface cars, it is said, no card with the word "constipation" is accepted. An advertisement for suspensories would not be accepted in some cars, and because of the close connection with trusses a card for a truss manufacturer recently dis-

played was very carefully gone over for possible perversions of text before it could be taken. These instances give an insight into the difficulties with which the street-car advertising people must contend. Their rejection of a card doesn't always imply that it has horrified them, or that they regard themselves as more esthetic and saintly than men who control other mediums.

SUNSHINE UNDER A CLOUD.

Sunshine and the *Sunshine Journal*, two publications issued by the "Sunshine Legion" are declared by the Charity Organization Society of New York to be feeders to a graft that is being worked in the name of charity in several cities of the United States. Young girls are employed to solicit subscriptions and advertisements for these papers, and large sums of money are said to have been secured in this way from philanthropic and unsuspecting persons who believed that they were aiding a worthy charity. The papers named should not be confounded with the *Sunshine Bulletin of the International Sunshine Society* (listed in Rowell's American Newspaper Directory), the organ of a charitable organization of good repute.

It is certain that no general advertiser needs to use all the good mediums that are published—indeed the general advertiser who might attempt such a proceeding would probably find himself on the high road to bankruptcy, caused by over-advertising.

CHANGE IN GRAND RAPIDS.

The Grand Rapids, Mich., *Post* has been purchased by J. W. Hunter, and the name changed to the *Daily News*. The mechanical equipment, also, will be entirely new.

THE poorer the goods the greater the need of good advertising.

TAKE care of the inquiries and the orders will take care of themselves.

SOME GOOD TITLE ADVERTISING.

Title and abstract companies in the large cities are usually steady advertisers, using good copy, but those in smaller places are backward about securing publicity. The Vaughan Abstract Co., Lockesburg, Ark., in a town of only 750 population, uses the local newspapers, the *Democrat* and *Enterprise*, to wake up farmers to the importance of clear titles, printing weekly talks of which the following is a specimen:

Why should inquiry as to title security be merely incidental?

You don't wait before seeking fire insurance until the next block is ablaze. Nor would you dare to put off getting a policy on your life until the ravages of disease render you ineligible.

No; the "Arkansas Traveler" philosophy no longer obtains, and the farmer of to-day does not wait until it rains before covering his house.

Yet too many put off indefinitely looking after that most important business matter—the title to their premises.

And suddenly you are required to produce an abstract showing perfect title before the transaction can be closed.

Driven by necessity!

The sale or loan now hinges on your ability to deliver the goods.

The title turns out to be badly mixed up; and you have to move on in double-quick time.

And then it is that you labor at such a tremendous disadvantage; for at every turn you are confronted with a "hold-up;" and it seems to you that tribute is exacted by lawyers, real estate agents, adverse claimants and tax speculators world without end.

How much easier to avoid this sweatbox by working up the title for its own sake, when you are not pressed for time, and can be a little more independent!

As a plain, sensible, business precaution!

And now a final word to you:

Whether you have any notion of selling or putting up your land, isn't it a wise idea to get an abstract now? Seventy-five of your fellow-citizens have thought so this year, have acted on the suggestion and dismissed further anxiety from their minds.

TOM EDWARDS, Mgr.,
Lockesburg, Ark.
Attorney, Geo. Vaughan
Little Rock, Ark.

THE Chicago *Daily News* has demonstrated the practicability of home carrier service in large cities. Nearly 300,000 copies are delivered daily to Chicago and nearby homes by its own carriers.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Position by Ad and Show Card Writer; Powell graduate. Address, B. GRAFF, 38 Judson St., Gloversville, N. Y.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

ANXIOUS for a change in location! We can help you to a good position in any locality desired. Write us to-day. HAPGOODS, Suite 311, 309 Broadway, N. Y.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 363 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 3c. postpaid. Agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

THE BEE, only evening paper in Danville, Va. (30,000.) Average circulation 1905 was 2,346. Write for rate card and sample copies.

WANTED—Active partner for paying mail-order business. Small capital required.

Address Box 275, Dover, Me.

WANTED—Advertising Representative in Eastern territory who can devote part of his time to well-established monthly publication of National circulation, THE TEAM OWNERS' REVIEW, 303 Lewis Bldg., Pittsburgh, Pa.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 315 Grand Ave., Kansas City, Mo.

WANTED—Advertising manager whose experience qualifies him to handle trade paper copy, write good letters and develop business in connection with sales department. Give full particulars regarding former employment, salary expected, etc. "OPPORTUNITY," care of Printers' Ink.

AN Advertising Man, of ripe experience, wishes to connect himself with an Agency, a Newspaper, Magazine or Business House, where experience and bright, catchy copy will be appreciated. Address "CLEVER," care of Printers' Ink.

MALE HELP WANTED—Superintendent of Printing Department of Manufacturing Plant in Michigan. A well equipped open shop office, having six compositors, five cylinders and eleven jobbers. Must be capable of taking entire charge, and of getting out proper amount of first-class work at minimum cost. Give age, experience, references and salary expected. Apply P. O. Box 436, New York City.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school education, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 55 Metropolitan Annex, New York.

Chances for Bright Men with Ambition

Coming to present proprietor being overworked, and needing absolute rest he will retire and leave management with younger men, therefore the following positions may be had with small investment in a printing and publishing plant worth \$20,000, on a \$15,000 basis. Business to be incorporated.

NEWSPAPER MAN and general editorial management on investment of \$2,000.

ADVERTISING MANAGER and collector for a newspaper combination, with old established newspaper in most profitable field; must have \$2,000 cash.

JOB AND AD COMPOSITOR, who can manage men, with job office always busy without any collector; the work brought in. Must invest \$2,000.

BOOKKEEPER and collector, who can invest \$2,000.

Come and investigate; it's better to satisfy yourself on the spot, as health means much to present proprietor, who leaves half interest in business.

TIMES, Milwaukee, Wis.

CHARLES Z. DANIEL resigns as advertising manager for J. Blach & Sons, Birmingham, Ala., to go with H. & D. Daniel, Hartford, Conn., and suggests that a first-class man (not a mere writer) correspond with Blach's regarding the vacancy.

Send samples of work at once, with references, and state salary expectations.

Blach's is a fine firm to work for and has admittedly the most modern clothing store in the entire South.

SIGNS.

NEW Designs in Paraflex Signs. Send for sample and prices. **KNOXVILLE PRINTING & BOX CO.**, Knoxville, Tenn.

DIRECTORY OF NOVELTY MANUFACTURERS.

A GENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. **J. C. KENYON**, Oswego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

POST CARDS.

SAMPLES of post cards, post card half-tones and prices for printing them. Sent to those writing a letter of inquiry for them. **STANDARD ENGRAVING CO.**, Photo-Engravers, New York.

FOR SALE.

\$300 buys \$600 county paper outfit. Used eight months. **H. L. PATTERSON**, Nashville, Tenn.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

THE H. I. IRELAND ADVERTISING AGENCY Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

\$166,040,872 was spent last year by Canadians for American goods. Time you advertised in this profitable field. To do so strongly and economically use our service which reaches the greatest number of English and French, because backed up by knowledge and experience. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Suite 50, Sovereign Bank Bldg., Montreal.

DISTRIBUTING.

DISTRIBUTING was placed during the month of July in every town of any consequence in the Southeast by the Bernard Advertising Service for four of the largest users of house-to-house distributing in the U. S. Write for estimate to **CHAS. BERNARD**, 1516 Tribune Building, Chicago.

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa. Thirteenth year; 20c. a page line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE 1905 issue of the American Newspaper Directory shows that the average issue of the **Troy (O.) RECORD** in 1904 was 1,150. Average in 1903, 1,133.

COIN MAILER.

1,000 for \$3. 10,000 \$30. Any printing. **Acme Coin Carrier Co.**, Ft. Madison, Ia.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY**, Hittenshouse Bldg., Phila.

BOOKS.

ILLUSTRATED BOOKS

NEARLY
100
TITLESHISTORY, BIOGRAPHY,
HOUSEHOLD ECONOMY,
RELIGIOUS AND SECULAR
LITERATURE, ETC.
Special editions can be arranged for on plates
and copyrights will be sold outright. Address
for full particulars, C. E. MILLER, P. O. Box
1592, Philadelphia, Pa.Successful Advertising.
HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of **TWO DOLLARS.** Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

\$10 Will Educate
250 Local Advertisers.

A small investment of \$10 will buy 250 copies of the new enlarged edition of 89 Advertising Rules, including your ad on the back cover. This book will be an excellent and effective way for publishers to get in touch with their advertisers. They can be mailed under a 2 cent stamp. It's a book the advertiser wants to read, and will read, because the matter is so set that it can readily be absorbed. It has been arranged with a view to brevity, and tells everything the advertiser should know about advertising. A brief preface adds strength to the book. The instructions are so plain and simple that the ordinary advertiser can understand them. It will equip him to prepare an effective ad. It's something that every advertiser will appreciate, and keep. Further information and prices on request.

L. ROMMEL, Jr.,
612 Merchant St., Newark, N. J.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

PAPER.

BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated paper, special, Diamond B Perfect White for high-grade catalogues.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

PATENTS.

PATENTS that PROTECT.

Our 8 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. H. LACEY, Washington, D. C. Estab. 1869.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, etching, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

CLASS PUBLICATIONS.



20,000 Buyers
of (\$1,025,000,000 annually)

Hardware, Housefurnishing
Goods, etc.

Read every issue of the
Hardware Dealers'
Magazine.

Write for rates. Specimen
Copy mailed on request.
255 Broadway, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

ADVERTISING Cuts for Retailers; good, cheap. HARPER ILLUS. SYNDICATE, Columbus, O.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

SUPPLIES.

NOTE HEADINGS of Bond Paper, 5 1/2 x 11 inches, with envelopes (laid p. 100 for 65c.; 250 for \$1.10; 500 for \$1.50; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. BERNARD'S AGENCY, Tribune Building, Chicago.

HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (GOD) Greatest book of its kind. Published annually, 34th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

EXCELLENT class Journal foundation
Making good profit,
Fair circulation,
Representative advertising.
Unusual opportunity for hustler
To develop large property.
Price, \$20.00.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

MISCELLANEOUS.

**HAVE YOU AN ACCOUNT
AGAINST DR. F. GEO. CURTS?**

If so, information concerning the collection of same can be obtained by writing to M. & C., Attorneys, care of World, Kansas City, Mo.

ADDRESSES WANTED.

LIBERAL pay for addresses prosperous people.
F. C. NICHOLS, Box 789, Goldfield, Nevada.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited, NATIONAL ADVERTISING CO., 709 Oakland Bank Building, Chicago.

TYPEWRITTEN LETTERS.

IMITATION TYPEWRITTEN LETTERS—I operate the largest plant in the world for the production of Circular Letters, and turn them out by the thousands or million in any style of typewriter type, furnishing Typewriter Ribbons exactly matching. Send for samples and prices. You will wonder how it's possible for me to produce such perfect work at so low a price.
To printers and manufacturers operating their own plants I am prepared to furnish ink for circular letter printing in all colors—black, green, blue or purple, with Typewriter Ribbons exactly matching. Write for particulars. M. M. KOTBSCHILD, Circular Letter Specialist, 96 Fifth Ave., Chicago.

CORPORATIONS—FINANCE.

IF you earn less than \$5,000 yearly, we can instruct you how to double your salary. Address (enclose 4c. stamps) CORPORATION (HANNON) COLLEGE, Washington, D. C.

PRINTERS' SUPPLIES.

A Man's Size Agate Rule measures 126 agate lines, also 14 other type measures, proofreader's marks, type information, tables, etc. By mail, 50 cents. L. ROMMEL, JR., 61d Merchant St., Newark, N. J.

ADDRESSES FOR SALE.

OVER 1,000 names of the best farmers on the ten rural routes in Monroe County, Ind., new list, set up on linotype, mailed for only \$2. "DAILY WORLD," Bloomington, Indiana.

**REMARKABLE NAMES
FOR SALE.**

We have compiled for our personal use in the soliciting of subscriptions the name and address of every farmer in the Corn Belt who owns 20 head of cattle. The live stock farmer is the progressive farmer, is the farmer who has money, and the farmer who has many needs. We can furnish these names by counties or States—Ohio to Kansas. Write us for particulars. **SUCCESSFUL FARMING**, Des Moines, Ia.

ADVERTISEMENT CONSTRUCTORS.

"GRAINS OF GUMPTION," a 48-page booklet, with contents, which fully justify the title. Sec. JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

SUCCESSFUL and capable advertising man is open for engagement as advertising manager for reliable business. Central states preferred. Will accept reasonable salary. Address "J-105," care Printers' Ink.

"We Have Spent \$30,000

annually in advertising literature alone for over 15 years, but the Folder you recently prepared brought more ORDERS than anything we have ever put out. The Company has decided to place all their advertising in your hands hereafter." I appeal to those who spend money in advertising for the purpose of SELLING GOODS (mark these two words). The Vice-President of a large Company (they're National Advertisers) wrote me as above. I'll put you in touch with him if you write me a LETTER. ALEX. W. BREUNINGER, 310-312 Cherry St., Philadelphia.

ARE YOU!

A If you are willing to pay me a trifle more to have your advertising "things" quite different from other people's, I believe I can be profitable to you. That "extra little" I pay me to make things with an uniqueness that is apt to keep them out of the waste paper basket. Many advertisers, remembering that other people treat commonplace "stuff" precisely as they do, illustrate economy by paying me for circulars, etc., sufficiently attractive to escape that "W. E. B." If you suspect yourself of such a "willingness," I'd be glad to mail you a lot of my "doings" for you to ponder at your leisure. I wonder if you actually do harbor such a suspicion! No postal cards in reply to this—please.
No. 10. FRANCIS I. MAULE, 402 Sansom St., Phila.

**YOU DO NEED
AN ADVERTISING MANAGER'S
SERVICE**

and can get it to a limited extent at a reasonable charge. I can direct you and your advertising by advice, criticism and preparation into profitable conditions; prepare your form letters and follow-up system and literature, as proper adjuncts to your advertising, during my spare time. If you spend money, spend it to bring the largest returns. Anybody can lose money in advertising—even the most experienced sometimes do. I am advertising manager and sales manager for a large corporation and am in a position to give you valuable assistance. A small fee for this service may save or make the foundation of a fortune. State full particulars. Address "DIRECTOR," care Haskell, Derby, Conn.

CARDS.

POST CARDS of every description are made by us. We ship all parts of the world. Particulars on request. C. E. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

MEETINGS.

THE annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election, will be held in the office of the Ripans Chemical Company, 10 Spruce St., New York, on Monday, May 14, 1906, at 12 o'clock noon. CHAS. H. THAYER, President.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cagacreta, Huyers, Vaseline, Santol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

MONEY MAILERS.

MONEY MAILERS—\$1.90 per M. Samples free. KING KOIN KARRIER CO., Beverly, Mass.

POSTAGE STAMPS.

25 OFF ungummed, unused, U. S.; c. o. d. R. E. ORSER, 2404 Milwaukee Ave., Chicago.

*Any so-called)
Clipping Bureau
can read a few papers
part of the time.*

BURRELLE

*with a large staff, reads
All the papers
All the time.*

BUSINESS BLOCK TO RENT

We have in New Albany, Indiana, a handsome, modern three-story store building, situated on the principal retail street, Pearl Street, at the corner of Main, formerly occupied as a clothing store.

The building has a frontage of 100 ft. on Pearl Street and 60 ft. on Main Street, with plate glass show windows on both sides. It is constructed of Milwaukee brick, with stone trimmings, and equipped with steam heating apparatus, electric elevator, electric light fixtures, plumbing, etc. Basement under the entire building. There are no partitions on either of the three floors and the building is perfectly adapted for a large Dry Goods, Clothing, Furniture, or other retail establishment.

Splendid Opening for Department Store.

No other Department Store here. An excellent opportunity to secure a first-class location in one of the most progressive cities in Southern Indiana. New Albany now has a population of 25,000, and is rapidly building up through the location of new industries, and the extension of electric traction lines having their terminus in New Albany.

Terms and other particulars will be furnished on application.

UNITED STATES TRUST CO., Agent,
S. W. Corner Fifth & Main Sts. LOUISVILLE, KY.

Earthquake Destroys Rate Cards

Publishers of newspapers, magazines, and trade journals, please send at once to my agency two copies of rate cards, circulation statements and other information, for filing. Publishers having contracts and accounts with me will please send copies at once.

EDGAR M. SWASEY.

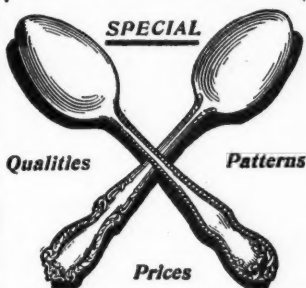
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A D D R E S S

PRINTERS INK JONSON
17 Spruce Street
New York

INDIANA NEWSPAPERS WORTH COUNTING

(INCLUDING, DOUBTLESS, SOME THAT ARE NOT).

COMPRISING

- 1.—The Star Galaxy ★
 - 2.—The Gold-Mark Papers (●●)
 - 3.—The Roll of Honor
- AND
- 4.—All that print 1,000 copies regularly
(or ever thought they did), according to the
ratings assigned in the 1906 edition of *Rowell's
American Newspaper Directory*, which will be
ready for subscribers on

Monday, May 21.

INDIANA.

Albion, Democrat, weekly:

Copies printed: This paper had credit for an issue of 1,450 for the year 1895, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

Albion, New Era, weekly:

Copies printed: This paper had credit for an issue of 1,100 for the year 1900, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

Alexandria, Times-Tribune, evening and weekly:

Copies printed: For the year 1903 both the daily and the weekly editions of this paper seemed to assert that they had average issues exceeding 1,000 copies each, but neither furnished such definite information as would warrant the accordance of a rating to that effect. No renewal of the claim has since been made.

Alexandria, Press, semi-weekly and weekly:

Copies printed: For the year 1897 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Anderson, Bulletin, evening:

Copies printed: This paper had credit

for an average issue of 3,367 in 1901 and 4,288 in 1903, since which it has not furnished any report, but has been credited with more than 2,250 every year since, up to and including 1905.

Anderson, Evening News, daily; Democrat, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either editions of this paper, but both have had credit for exceeding 1,000 in 1903 and 1905.

Anderson, Herald, morning, Sunday and weekly:

Copies printed: daily, 2,893 in 1905
Sunday, 3,130 in 1905

The weekly edition had credit for issuing more than 1,000 copies regularly in the years 1900 and 1903, but has not since set up any claim for issuing so many.

Angola, Herald, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Angola, Magnet, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the ac-

cordance of a rating to that effect. It has not, since made any renewal of the claim.

Angola, Steuben Republican, weekly:

Copies printed: This paper had credit for an average issue of 2,387 in 1899 and 2,800 in 1904, since which it has not furnished a report, but was credited with more than 2,250 in 1905.

Argos, Reflector, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, and the publisher admits that no such record is kept as would make it possible to prepare one. Still it had credit for exceeding 1,000 in 1903 and 1905.

Attica, Ledger, evening and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Attica, Saturday Press:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Auburn, Courier, evening and weekly:

Copies printed: The weekly edition of this paper had credit for issuing more than 1,000 copies regularly in the year 1902, but has not since set up any claim for issuing so many.

Auburn, Evening Dispatch, daily and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Aurora, Bulletin, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Batesville, Democratic Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,244 in 1896, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1904 and 1905.

Batesville, Tribune, weekly:

Copies printed: This paper had cre-

dit for issuing more than 1,000 copies regularly in the year 1896, but has not since set up any claim for issuing so many.

Berne, Witness, semi-weekly:

Copies printed: 1,205 in 1901
1,438 in 1902
1,394 in 1903
1,415 in 1904
1,415 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Berne, Christlicher Bundesbote, weekly:

Copies printed: This paper had credit for an average issue of 2,861 in 1902, since which it has not furnished any definite and satisfactory report, but was credited with more than 2,250 in 1904 and more than 1,000 in 1905.

Bloomfield, Democrat, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1901 and every year since including 1905.

Bloomfield, News, weekly:

Copies printed: This paper had credit for an average issue of 1,467 in 1895 and 1,786 in 1898, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Bluffton, Evening Banner, daily and weekly:

Copies printed: daily, 2,010 in 1905
Weekly, 1,000 in 1905

Bluffton, News, evening; Chronicle, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from the daily edition of this paper, but it has had credit for exceeding 1,000 in 1904 and 1905.

The weekly edition had credit for an average issue of 1,480 in 1898, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the years 1903 and 1905.

Boonville, Enquirer, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Bourbon, News-Mirror, weekly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of claim.

Brazil, Times, evening and semi-weekly:

Copies printed: The daily edition of this paper had credit for issuing more

than 1,000 copies regularly in the year 1896, but has not since set up any definite and satisfactory claim for issuing so many.

Brazil, *Orthonomic*, weekly:

Copies printed: No satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1904 and 1905.

Bremen, *Enquirer*, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Brookville, *American*, weekly:

Copies printed: 1,106 average issue in 1905.

Brookville, *Democrat*, weekly:

Copies printed: This paper had credit for an issue of 2,100 in 1895, and over 1,000 in 1903, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Brownsburg, *Record*, weekly:

Copies printed: This paper had credit for an issue of 1,159 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Brownstown, *Banner*, weekly:

Copies printed: 1,249 in 1900
1,300 in 1901
1,521 in 1903
1,607 in 1904
1,712 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Butler, *Dekalb Co. Herald*, weekly:

Copies printed: This paper, on one occasion, furnished a statement the accuracy of which was questioned on what appeared to be good grounds; but it was credited with 1,854 in 1904 and over 1,000 in 1905.

Butler, *Epworth League Quarterly*:

Copies printed: 6,500 in 1903
14,500 in 1904
16,500 in 1905

Cambridge City, *Tribune*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Cannelton, *Telephone*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Charlestown, *Clark Co. Citizen*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had

an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has since admitted that no such record is kept as would make it possible to prepare a definite and satisfactory statement.

Charlestown, *Hoosier Democrat and Clark Co. Record*, weekly:

Copies printed: This paper had credit for an average issue of 1,268 in 1899, since which time it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies since 1900 and including 1905.

Chrisney, *Sun*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies in the years 1898 and 1902, but has not since set up any claim for issuing so many.

Churubusco, *Truth*, weekly:

Copies printed: This paper had credit for an average issue of 1,691 in 1898 and 2,088 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1904 and 1905.

Columbia City, *Commercial*, evening and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Columbia City, *Evening Post*, daily; *Columbia City Post*, semi-weekly:

Copies printed: For the year 1902 the semi-weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Columbia City, *Mail*, weekly:

Copies printed: This paper had credit for an average issue of 1,670 in 1900 and 1,730 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1904 and 1905.

Columbus, *Evening Republican*, daily; *Republican*, weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Columbus, *Herald*, evening and weekly:

Copies printed: For the year 1903

the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Columbus, *Times*, morning; *Sun*, weekly:

Copies printed: For the year 1903 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Columbus, *Democrat*, weekly:

Copies printed: This paper had credit for an average issue of 1,004 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Connersville, *Examiner*, evening; *Sentinel and Examiner*, weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,001 for the year 1900, but has not since made claim to issuing so many as 1,000 copies.

Connersville, *News*, morning; *Times*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either of these papers, but both had credit for exceeding 1,000 in 1903 and in 1905.

Connersville, *Courier*, weekly:

Copies printed: This paper had credit for an average issue of 1,350 in 1900 and 1,567 in 1903, since which it has not furnished a report, but was credited with more than 1,000 in 1904 and 1905.

Connersville, *Arboriculture*, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1905.

Corydon, *Democrat*, weekly:

Copies printed: This paper had credit for an average issue of 1,955 in 1902 and 2,211 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1904 and 1905.

Corydon, *Republican*, weekly:

Copies printed: For the year 1897 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Covington, *Friend*, weekly:

Copies printed: This paper had credit for an average issue of 1,342 in 1896 and 1,466 in 1903, since which it has not furnished a report, but was

credited with more than 1,000 in 1904 and 1905.

Covington, *Republican*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Crawfordsville, *Journal*, evening and weekly:

Copies printed: daily, 1,301 in 1895
1,497 in 1900
1,534 in 1901
1,965 in 1905
Weekly, 2,841 in 1895
3,295 in 1900
3,339 in 1901
3,589 in 1905

This paper is one of the comparatively few that venture to make use of the Directory Guarantee Star, of which no publisher would think of availing himself were he not absolutely certain that the accuracy of the figures that report the editions he issues would stand out bright and clear in the face of the most searching investigation.

These papers are entitled to a place on the PRINTERS' INK Roll of Honor.

Cromwell, *News*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Crown Point, *Lake Co. Star*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Crown Point, *Register*, weekly:

Copies printed: This paper had credit for an issue of 1,000 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Danville, *Hendricks Co. Republican*, weekly:

Copies printed: This paper had credit for an issue of 1,440 in 1896 and 1,608 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1904 and 1905.

Decatur, *Evening Journal*, morning and weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Decatur, *Democrat*, weekly:

Copies printed: For the year 1900



this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Delphi, Carroll Co. Citizen-Times, weekly:

Copies printed: This paper had credit for an average issue of 1,568 in 1898 and 2,366 in 1900, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Delphi, Journal, weekly:

Copies printed: This paper had credit for an average issue of 2,330 in 1900, since which time it has not furnished a report, but has been credited with printing more than 1,000 copies every year since, including 1905.

Derby, Game Bird, monthly:

Copies printed: This paper had credit for an average issue of 2,608 in 1895 and 7,644 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 4,000 in 1904 and more than 2,225 in 1905.

Elkhart, Review, evening and semi-weekly:

Copies printed: For the year 1899 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Elkhart, Truth, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the daily has had credit for exceeding 1,000 in 1903 and 1905.

The weekly edition, in the year 1897 seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Elkhart, Herald of Truth, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1900 and more than 1,000 each year since, including 1905.

Elkhart, Mennonitische Rundschau und Herold der Wahrheit, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1896 and more than 1,000 every year since, including 1905.

Elkhart, Young People's Paper, monthly:

Copies printed: This paper had credit for an average issue of 7,083 in 1898 and 2,275 in 1904, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

Elwood, Call-Leader, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the daily has had credit for exceeding 1,000 in 1903 and 1905.

The weekly edition had credit for more than 1,000 copies regularly in 1903 and 1904, but has not since set up any claim for issuing so many.

English, Crawford Co. Democrat, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1899 and 1903, but has not since set up any claim for issuing so many.

English, News, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Evansville, Courier, morning:

Copies printed: 8,555 in 1900
9,672 in 1901
11,213 in 1902
12,684 in 1904
13,008 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Evansville, Demokrat, morning, Sunday and semi-weekly:

Copies printed: daily, 3,800 in 1900
4,518 in 1905
Sunday, 4,881 in 1905
Semi-weekly, 4,100 in 1895
8,413 in 1905

Each of these papers is entitled to a place on the PRINTERS' INK Roll of Honor.

Evansville, Journal-News, morning:

Copies printed: 9,844 in 1900
11,910 in 1902
13,852 in 1903
14,030 in 1904
14,040 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Evansville, Das Sternenbanner, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Evansville, Economist, weekly:

Copies printed: This paper had credit for an average issue of 2,320 in 1899, since which it has not furnished

any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Evansville, Indiana Post Und Anzeiger, weekly:

Copies printed: This paper had credit for an average issue of 2,680 in 1898, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Evansville, Furniture Industry, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 since 1902 and including 1905.

Evansville, Hoosier A. O. U. W. Watchman, monthly:

Copies printed: This paper had credit for an average issue of 8,773 in 1903, since which it has not furnished any report, but has been credited with more than 4,000 every year since, including 1905.

Evansville, Pythian Knight, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1903 and more than 1,000 in 1905.

Fairmount, Journal, evening:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Flora, Enterprise-Sentinel, weekly:

Copies printed: This paper had credit for an average issue of 1,137 in 1903 and 1,295 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Flora, Hoosier Democrat, weekly:

Copies printed: 1,344 in 1901
3,526 in 1904
4,116 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Fort Wayne, Freie Presse, evening:

Copies printed: This paper had credit for an average issue of exceeding 1,000 in 1901, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1905.

Fort Wayne, Journal-Gazette, morning and weekly:

Copies printed: daily, 4,500 in 1901
7,666 in 1905

The weekly edition of this paper had credit for issuing more than 1,000

copies regularly in the years 1900 and 1902, but has not since set up any claim for issuing so many.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Fort Wayne, News, evening and weekly:

Copies printed: daily, 8,109 in 1904
8,787 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Fort Wayne, Sentinel, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 4,275 in 1895 and 6,514 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 4,000 every year since, up to and including 1905.

No definite and satisfactory statement has ever been secured from the weekly edition, but it had credit for exceeding 2,250 in 1904 and 1905.

Fort Wayne, Medical Journal Magazine, monthly:

Copies printed: 1,618 in 1898
1,693 in 1901
1,754 in 1904
1,740 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Fowler, Benton Review, weekly:

Copies printed: 1,335 in 1900
1,544 in 1901
1,520 in 1902
1,485 in 1904
1,540 in 1905

Fowler, Leader, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Fowler, Republican, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Frankfort, Crescent, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,400 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Frankfort, Morning Times, daily and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but each edition of it has had credit for exceeding 1,000 in 1903 and 1905.

Frankfort, *American Standard*, Goshen, *Democrat*, evening and weekly:

Copies printed: This paper had credit for an average issue of 2,406 in 1897 and 3,578 in 1902, since which it has not furnished any report, but has been credited with more than 2,250 every year since, up to and including 1905.

Franklin, *Evening Star*, daily, *People's Paper*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the daily had credit for exceeding 1,000 in 1905.

For the year 1902 the weekly seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Franklin, *Democrat*, weekly:

Copies printed: This paper had credit for an average issue of 1,799 in 1898, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Franklin, *Republican*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1896, but has not since set up any claim for issuing so many.

Garrett, *Clipper*, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Garrett, *Herald*, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Gas City, *Journal*, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Goodland, *Herald* weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but each has had credit for exceeding 1,000 in 1903 and 1905.

Goshen, *News-Times*, evening and weekly:

Copies printed: For the year 1902 both editions of this paper seemed to assert that they had average issues exceeding 1,000 copies, but neither furnished such definite information as would warrant the accordance of a rating to that effect. Neither one has since made any renewal of the claim.

Goshen, *Cooking Club*, monthly:

Copies printed: 21,635 in 1901
24,501 in 1902
26,378 in 1903
29,666 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Greencastle, *Banner*, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,570 in 1902, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Greencastle, *Star and Democrat*, weekly:

Copies printed: This paper had credit for an average issue of 1,757 in 1899, since which it has not furnished any definite and satisfactory report, but, nevertheless, has been credited with more than 2,250 copies in 1904 and 1905.

Greenfield, *Tribune*, evening; *Republican*, weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 2,680 in 1895, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1899 and every year since, up to and including 1905.

Greenfield, *Hancock Democrat*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1898, but has not since set up any claim for issuing so many.

Greenfield, *Herald and Tribune*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1898 and every year since, including 1905.

Greenfield, *Primitive Monitor*, monthly:

Copies printed: This paper had credit for an average issue of 2,819 in 1902, since which it has not furnished any report, but has been credited with

more than 1,000 every year since, up to and including 1905.

Greenfield, *Youth's Guardian Friend*, monthly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Greensburg, *Review*, evening and weekly:

Copies printed: For the year 1897 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Greensburg, *Baptist-Observer*, weekly:

Copies printed: 4,340 average issue in 1905.

Greensburg, *New Era*, weekly:

Copies printed: For the year 1897 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Hammond, *News*, evening; *Lake Co. News*, weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,054 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Hope, *Journal*, evening and weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Huntingburg, *Argus*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Huntingburg, *Independent*, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Huntingburg, *Signal*, weekly:

Copies printed: For the year 1899

this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Huntingburg, *Evening Herald*, daily and weekly:

Copies printed: The daily edition of this paper had credit for an issue of 1,775 in 1903 and 1,780 in 1904, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

The weekly edition had credit for an issue of 1,800 in 1903 and 1,900 in 1904, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

Huntington, *News-Democrat*, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but its weekly edition had credit for exceeding 1,000 in 1905.

Huntington, *Christian Conservator*, weekly:

Copies printed: This paper had credit for an average issue of 5,290 in 1891 and 4,212 in 1902, since which it has not furnished any definite and satisfactory report, but was credited with more than 2,250 in 1904 and over 1,000 in 1905.

Huntington, *Farmers' Guide*, weekly:

Copies printed: This paper had credit for an average issue of 21,186 in 1893 and 26,825 in 1900, since which it has not furnished any definite and satisfactory report, but had credit for more than 17,500 in 1904 and more than 12,500 in 1905.

Indianapolis, *Commercial Reporter*, morning:

Copies printed: This paper had credit for an average issue of 4,476 in 1902 and 5,666 in 1903, since which it has not furnished any report, but has been credited with more than 4,000 every year since, up to and including 1905.

Indianapolis, *Tribune*, evening:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1895 and more than 1,000 in 1905.

Indianapolis, *Live Stock Journal*, evening:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1895 and more than 1,000 in 1905.

Indianapolis, *News*, evening:

Copies printed: 32,215 in 1895
49,787 in 1900
62,133 in 1902
69,385 in 1903
72,895 in 1904
71,028 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Scarcely a dozen papers in the entire country have been for so long a time so definite, ready and satisfactory about all reports tending to make known the quantity and character of its daily issues.

Indianapolis, Star, morning and Sunday:

Copies printed: daily, 88,274 in 1904
86,815 in 1905
Sunday, 58,648 in 1904
52,548 in 1905

These papers are entitled to a place on the PRINTERS' INK Roll of Honor.

Indianapolis, Sun, evening:

Copies printed: This paper had credit for an average issue of 12,202 in 1896, since which it has not furnished any definite and satisfactory report, but has been credited with more than 4,000 every year since 1899, up to and including 1905.

Indianapolis, Telegraph, morning; Indiana Volksblatt und Telegraph, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the weekly has had credit for exceeding 1,000 every year since 1898 up to and including 1905.

Indianapolis, American Tribune, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 7,500 in 1900 and more than 4,000 in 1905.

Indianapolis, Freeman, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 4,000 since 1899, up to and including 1905.

Indianapolis, Indiana Farmer, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 20,000 in 1892 and more than 4,000 in 1905.

Indianapolis, Jersey Bulletin and Dairy Farming, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1895 and more than 1,000 every year since 1898, including 1905.

Indianapolis, Marion Co. Mail, weekly:

Copies printed: This paper had credit for an average issue of 2,405 in 1903, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Indianapolis, Patriot Phalanx, weekly:

Copies printed: This paper had cre-

dit for an average issue of 9,679 in 1900 and more than 7,500 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 4,000 in 1905.

Indianapolis, Recorder, weekly:

Copies printed: This paper had credit for an average issue of 3,787 in 1898, since which it has not furnished any definite and satisfactory report, but had credit for more than 2,250 in 1900 and more than 1,000 every year since, up to and including 1905.

Indianapolis, Rough Notes, weekly:

Copies printed: This paper had credit for an average issue of 3,000 in 1896, since which it has not furnished any definite and satisfactory report, but was credited with more than 2,250 in 1900 and more than 1,000 every year since, up to and including 1905.

Indianapolis, Trade Journal, weekly:

Copies printed: This paper had credit for an average issue of 4,394 in 1897 and 4,711 in 1903, since which it has not furnished any report, but was credited with more than 2,250 in 1905.

Indianapolis, United Mine Workers' Journal, weekly:

Copies printed: This paper had credit for an average issue of 13,600 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 7,500 every year since, up to and including 1905.

Indianapolis, Western Horseman, weekly:

Copies printed: This paper had credit for an issue of 17,500 in 1894, since which it has not furnished any definite and satisfactory report, but was credited with more than 4,000 in 1900 and more than 2,250 in 1905.

Indianapolis, Farm Star, semi-monthly:

Copies printed: This paper had credit for an average issue of 42,462 in 1904, since which it has not furnished any report, but was credited with more than 20,000 in 1905.

Indianapolis, Our Standard, semi-monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 4,000 in 1900 and more than 2,250 every year since, up to and including 1905.

Indianapolis, Swine Breeders' Journal, semi-monthly:

Copies printed: For the year 1897 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since furnished any more definite information, but has recorded

rather vigorous objections to the rating accorded.

Indianapolis, *Up-to-date Farming*, semi-monthly:

Copies printed: 54,166 in 1898
87,910 in 1900
100,000 in 1901
131,250 in 1904
156,250 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Indianapolis, *American Farmer*, *Live Stock and Poultry Raiser*, monthly:

Copies printed: This paper had credit for an issue of 29,500 in 1895 and 50,000 in 1901, and asserts that no issue in 1905 was less than 250,000.

Indianapolis, *Awakener*, monthly:

Copies printed: 3,000 in 1894
3,881 in 1902
3,333 in 1903
3,583 in 1904
3,250 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Indianapolis, *Barrels and Bottles*, monthly:

Copies printed: 5,916 average issue in 1905.

Indianapolis, *Bricklayer and Mason*, monthly:

Copies printed: This paper had credit for an average issue of 39,675 in 1900, since which it has not furnished any definite and satisfactory report, but was credited with more than 20,000 in 1904, and more than 17,500 in 1905.

Indianapolis, *Carpenter*, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 12,500 in 1904, and more than 7,500 in 1905.

Indianapolis, *Central States Medical Monitor*, monthly:

Copies printed: This paper had credit for an average issue of 2,000 in 1902, again in 1904, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

Indianapolis, *Chronicle*, monthly:

Copies printed: This paper had credit for an average issue of 64,958 in 1904, since which it has not furnished any report, but was credited with more than 20,000 in 1905.

Indianapolis, *Clay Worker*, monthly:

Copies printed: 5,000 in 1895
5,416 in 1902
5,416 in 1905

The uniform issue might be taken to indicate a free or a supported distribution.

Indianapolis, *Eastern Star*, monthly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite

information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Indianapolis, *Educator Journal*, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 12,500 in 1900 and more than 7,500 in 1905.

Indianapolis, *Fanciers' Gazette*, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for more than 1,000 since 1902 and including 1905.

Indianapolis, *Indiana Medical Journal*, monthly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Indianapolis, *Locomotive Fireman's Magazine*, monthly:

Copies printed: 28,295 in 1896
42,851 in 1900
45,575 in 1902
50,619 in 1903
56,663 in 1904
58,935 in 1905

This periodical is entitled to a place on the PRINTERS' INK Roll of Honor.

Few class journals, in fact few publications of any sort have been so painstaking and ready as this magazine has been, through a long period of time, to furnish the fullest information about its issues, and in a form that has carried conviction of its accuracy.

Indianapolis, *Madame*, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 75,000 in 1904 and 1905, which is the highest rating ever accorded in the absence of a satisfactory detailed statement of actual issues covering the period of a full year.

Indianapolis, *Missionary Tidings*, monthly:

Copies printed: This paper had credit for an average issue of 13,450 in 1901 and 17,791 in 1904, since which it has not furnished a report, but was credited with more than 12,500 in 1905.

Indianapolis, *Modern Woodman*, monthly:

Copies printed: This paper had credit for an average issue of 750,051 in 1902 and 749,326 in 1903, since which it has not furnished any report, and has been credited with exceeding 75,000 every year since, up to and including 1905—that being the highest rating that the Directory accords where a detailed statement of actual issues is not forthcoming.

Indianapolis, Municipal Engineering, monthly:

Copies prin.ed: 2,350 in 1898
3,250 in 1900
4,275 in 1902
4,872 in 1903
4,925 in 1904
5,683 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Indianapolis, Odd-Fellows' Talisman and Literary Journal, monthly:

Copies printed: This paper had credit for an average issue of 7,500 in 1899 and 7,583 in 1904, since which it has not furnished a report, but was credited with more than 4,000 in 1905.

Indianapolis, Pythian Journal, monthly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Indianapolis, Reader's Magazine, monthly:

Copies printed: 68,600 average issue in 1905.

Indianapolis, Typographical Journal, monthly:

Copies printed: 11,151 in 1898
42,883 in 1903
43,675 in 1904
43,537 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Indianapolis, Wood-Worker, monthly:

Copies printed: This paper had credit for an average issue of 8,000 in 1900, since which it has not furnished a definite and satisfactory report, but has been credited with more than 7,500 every year since, up to and including 1905.

Jeffersonville, News, evening; National Democrat, weekly:

Copies printed: The daily edition of this paper had credit for issuing more than 1,000 copies regularly in the year 1897, but has not since set up any claim for issuing so many.

No definite and satisfactory statement was ever secured from the weekly edition, but it had credit for exceeding 1,000 in 1900 and again in 1905.

Kendallville, Sun, evening; Standard, weekly:

Copies printed: For the year 1897 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Knightstown, Banner, weekly:

Copies printed: This paper has on

two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Kokomo, Dispatch, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,226 in 1898, since which it has not furnished a definite and satisfactory report, but was credited with more than 1,000 in 1903 and 1905.

The weekly edition had credit for an average issue of 1,777 in 1898, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Kokomo, Tribune, evening and semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the daily has had credit for exceeding 1,000 every year since 1903, including 1905.

The semi-weekly edition has on no less than four occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming, although the publisher has been earnest and energetic in expressing his disapproval of the rating accorded.

Kokomo, Sunday Times:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Kokomo, Shears, monthly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

La Fayette, Courier, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 3,283 in 1903 and 4,054 in 1904, since which it has not furnished a report, but was credited with more than 2,250 in 1905.

No definite and satisfactory statement was ever secured from the weekly edition, but it had credit for exceeding 2,250 in 1896 and more than 1,000 ever since, including 1905.

La Fayette, Journal, morning and weekly:

Copies printed: Daily: 3,002 in 1902
4,002 in 1903
4,710 in 1904
5,195 in 1905

The weekly had credit for an average issue of 3,996 in 1896, since which it has not furnished any definite and sat-

isfactory report, but was credited with more than 2,500 in 1900 and more than 1,000 in 1905.

La Fayette, Commercial Gazette, weekly:

Copies printed: 2,458 in 1898
3,549 in 1904
3,523 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

La Grange, Lagrange Co. Democrat, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

La Grange, Saturday Call, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

La Grange, Standard, weekly:

Copies printed: This paper had credit for an average issue of 1,665 for the year 1896, but has not since made definite and satisfactory claim to issuing so many as 1,000 copies.

La Grange, Dirt, monthly:

Copies printed: 1,625 in 1903
1,441 in 1905

La Porte, Herald, evening and Sunday:

Copies printed: Daily: 1,125 in 1895
1,082 in 1900
1,141 in 1902
1,166 in 1903
1,280 in 1904
1,310 in 1905
Weekly: 1,275 in 1895
1,323 in 1900
1,472 in 1902
1,426 in 1903
1,442 in 1904
1,447 in 1905

Both editions of this paper are entitled to a place on the PRINTERS' INK Roll of Honor.

La Porte, Republican, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Laurel, Review, weekly:

Copies printed: This paper had credit for an issue of 1,400 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Lawrenceburg, News, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but

failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Lawrenceburg, Register, weekly:

Copies printed: This paper had credit for an issue of 1,400 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Lebanon, Reporter, morning:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Lebanon, Patriot, weekly:

Copies printed: This paper had credit for an average issue of 1,948 in 1896, since which it has not furnished any satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905, although the publisher admits that he does not keep such a record as would make it possible for him to prepare a definite and satisfactory report.

Lebanon, Pioneer, weekly:

Copies printed: This paper had credit for an average issue of 2,078 in 1894 and 2,084 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Liberty, Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,106 for the year 1896, but has not since made claim to issuing so many as 1,000 copies.

Ligonier, Leader, weekly:

Copies printed: This paper had credit for an average issue of 1,372 in 1895 and 1,952 in 1904, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

Linton, Call, evening and weekly:

Copies printed: The weekly edition of this paper has on no less than four occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Logansport, Journal, morning and weekly:

Copies printed: Daily: 2,640 in 1901
2,214 in 1902
2,353 in 1903
3,001 in 1904
3,100 in 1905

The weekly edition has on three occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Logansport, Pharos, evening and semi-weekly:

Copies printed: The daily edition of this paper had credit for an issue of 1,200 in 1894, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1903 and 1905.

The semi-weekly edition had credit for an issue of 2,600 in 1894, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since 1898, up to and including 1905.

Logansport, Reporter, evening and semi-weekly:

Copies printed: This paper had credit for an issue of 1,885 in 1895 and 1,948 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

The semi-weekly edition had credit for an average issue of 1,917 for the year 1897, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

Logansport, Advance, weekly:

Copies printed: This paper had credit for an issue of 1,400 in 1896 and 2,008 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Logansport, Chronicle, weekly:

Copies printed: This paper had credit for an average issue of 3,000 in 1900 and 3,500 in 1904, since which it has not furnished a report, but had credit for more than 2,250 in 1905.

Logansport, Indiana Freie Presse, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Logansport, Times, weekly:

Copies printed: This paper had credit for an average issue of 1,257 for the year 1897, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

Loogootee, Martin Co. Tribune, weekly:

Copies printed: 1,345 in 1902
1,570 in 1903
1,934 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Madison, Courier, evening and weekly:

Copies printed: 1,197 daily average and 1,136 weekly average in 1905.

Madison, Democrat, daily:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1903, but has not since

sustained any claim for issuing so many, and the publisher admits that no such record is kept as would make it possible to prepare a definite and satisfactory statement of copies printed.

Madison, Herald, evening and weekly:

Copies printed: The daily edition of this paper had credit for issuing more than 1,000 copies regularly in the year 1903, but has not since sustained a claim for issuing so many.

Marion, Chronicle, evening and weekly:

Copies printed: Daily: 2,137 in 1897
2,715 in 1899
4,957 in 1903

The weekly edition had credit for issuing more than 1,000 copies regularly in 1900, but has not since set up any claim for issuing so many.

The daily edition is entitled to a place on the PRINTERS' INK Roll of Honor.

Marion, Leader, evening and weekly:

Copies printed: Daily: 2,339 in 1899
3,757 in 1902
5,295 in 1903
5,635 in 1904
5,623 in 1905

The weekly edition of this paper had credit for issuing more than 1,000 copies regularly in the year 1900, but has not since set up any claim for issuing so many.

The daily edition is entitled to a place on the PRINTERS' INK Roll of Honor.

Marion, News-Tribune, morning:

Copies printed: This paper had credit for an average issue of 1,462 in 1897 and 3,948 in 1902, since which it has not furnished any definite and satisfactory report, but was credited with more than 2,250 in 1904 and 1905.

Marion, Teachers' Journal, monthly:

Copies printed: This paper had credit for an average issue of 7,792 in 1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 7,500 in 1905.

Martinsville, Democrat, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Michigan City, Evening Despatch, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but both the daily and the weekly have had credit for exceeding 1,000 in 1903 and 1905.

Mishawaka, Enterprise, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of

a rating to that effect. It has not since made any renewal of the claim.

Monticello, Herald, weekly:

Copies printed: 1,140 in 1896
1,140 in 1899
1,324 in 1904
1,344 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Mount Vernon, News, semi-weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Mount Vernon, Western Star, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Muncie, Morning Star and News, morning:

Copies printed: Daily: 13,456 in 1901
21,468 in 1902
25,836 in 1903
28,731 in 1904
27,500 in 1905
Sunday: 12,088 in 1901
16,535 in 1902
19,250 in 1903
20,424 in 1904
16,508 in 1905

Both editions of this paper are entitled to a place on the PRINTERS' INK Roll of Honor.

Muncie, Press, evening; Times, weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,583 in 1896, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

No definite and satisfactory statement has ever been secured from the weekly edition of this paper, but it has had credit for exceeding 1,000 every year since 1898, up to and including 1905.

Muncie, Herald, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Muncie, Observer, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

New Albany, Ledger, evening and weekly:

Copies printed: For the year 1903 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

No definite and satisfactory statement has ever been secured from the weekly edition of this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

New Albany, Public Press, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

New Albany, Medical Herald, monthly:

Copies printed: 5,840 in 1895
5,000 in 1900
5,000 in 1901
5,000 in 1905

The uniform editions printed indicate a sustained, or to some extent, a free distribution.

New Carlisle, Gazette, weekly:

Copies printed: This paper has on three occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Newcastle, Courier, evening and weekly:

Copies printed: For the year 1903 both the daily and the weekly issue of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect in either case. Neither one has since made any renewal of the claim.

Newcastle, Tribune, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 since 1899, up to and including 1905.

New Harmony, Times, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

New Haven, Allen Co. Herald, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Newport, Hoosier State, weekly:

Copies printed: This paper had credit for an average issue of 1,056 in 1896 and 1,374 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1894 and 1905.

Noblesville, Ledger, evening; Hamilton Co. Ledger, semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, and the publisher admits that no such account is kept as would make it possible to prepare one; nevertheless, the semi-weekly edition has had credit for exceeding 1,000 in 1903 and 1905.

North Judson, News, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

North Manchester, Journal, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

North Vernon, Plain Dealer, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1896, but has not since set up any claim for issuing so many.

North Vernon, Sun, weekly:

Copies printed: 1,132 in 1903
1,160 in 1904
1,387 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Notre Dame, Ave Maria, weekly:

Copies printed: 22,960 in 1898
24,179 in 1900
25,976 in 1902
24,932 in 1903
24,457 in 1904
24,390 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Notre Dame, Scholastic, weekly:

Copies printed: This paper had credit for an issue of 1,400 in 1895 and 1,450 in 1900, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Orleans, Progress Examiner, weekly:

Copies printed: 1,823 average issue in 1905.

Osgood, Ripley Journal, weekly:

Copies printed: This paper had credit for an issue of 1,200 in 1896 and 2,186 in 1903, since which it has not furnished

any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Owensville, Messenger, weekly:

Copies printed: This paper had credit for an issue of 1,440 in 1895 and 2,188 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1905.

Paoli, Republican, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1896, but has not since set up any claim for issuing so many.

Peru, Miami Co. Sentinel and Record, semi-weekly:

Copies printed: This paper had credit for an average issue of 3,037 in 1898, since which it has not furnished any definite and satisfactory report, but has been credited with more than 2,250 every year since, up to and including 1905.

Peru, Republican, weekly:

Copies printed: This paper had credit for an issue of 2,750 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Petersburg, Pike Co. Democrat, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Petersburg, Press, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies in the year 1896, but has not since set up any detailed and satisfactory claim for issuing so many.

Piercetown, Record, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Plymouth, Independent, evening; Democrat, weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Portland, Commercial - Review, daily:

Copies printed: This paper has on one or more occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Portland, Sun, semi-weekly:

Copies printed: This paper had credit for an average issue of 2,101 in 1899 and 2,200 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

2,060 in 1902
3,311 in 1903
3,761 in 1904
3,744 in 1905
Weekly: 1,870 in 1902
808 in 1905

Princeton, Clarion-News, evening and weekly:

Copies printed: Daily: 1,320 in 1902
1,447 in 1905
Weekly: 1,608 in 1901
2,397 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Princeton, Tribune, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the weekly issue had credit for exceeding 1,000 in 1904 and 1905.

Redkey, Times, weekly:

Copies printed: 1,309 average issue in 1905.

Rensselaer, Evening Republican, daily and semi-weekly:

Copies printed: No satisfactory statement has ever been secured from this paper, but the semi-weekly edition had credit for exceeding 1,200 in 1899 and more than 1,500 in 1905.

Rensselaer, Jasper Co. Democrat, weekly:

Copies printed: This paper had credit for an issue of 1,250 in 1901 and 1,566 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Richmond, Evening Item, daily and weekly:

Copies printed: Daily: 2,475 in 1894
3,124 in 1902
3,552 in 1903
3,841 in 1904
4,074 in 1905

For the year 1900 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Richmond, Palladium, evening and weekly:

Copies printed: The daily edition of this paper had credit for issuing more than 1,000 copies regularly in the years 1899, but has not since set up any claim for issuing so many.

No definite and satisfactory statement has ever been secured from the weekly edition, but it has had credit for exceeding 1,000 since 1900 and up to and including 1905.

Richmond, Sun-Telegram, evening and weekly:

Copies printed: Daily: 1,665 in 1900

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Rochester, Evening Sentinel, daily and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,872 in 1896 and 2,750 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Rochester, Republican, evening and weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Rockport, Democrat, weekly:

Copies printed: This paper had credit for an average issue of 1,651 in 1901 and 1,938 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Rockport, Journal, weekly:

Copies printed: This paper had credit for an average issue of 1,581 in 1902 and 1,808 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Rockville, Progressive Country Life, weekly:

Copies printed: 1,393 average issue in 1905.

Rockville, Republican, weekly:

Copies printed: This paper had credit for an average issue of 1,120 in 1898 and 1,710 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Roselawn, Kankakee Valley Review, weekly:

Copies printed: This paper had credit for an average issue of 1,000 for the year 1903, but has not since made claim to issuing so many.

Rushville, Evening Star, daily; Graphic, weekly:

Copies printed: The weekly edition of this paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Rushville, Jacksonian, evening and weekly:

Copies printed: The weekly edition of this paper had credit for issuing more than 1,000 copies regularly in the years 1898 and 1900, but has not since set up any claim for issuing so many.

Rushville, *Republican*, evening and semi-weekly:

Copies printed: For the year 1903 the semi-weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Rushville, *American*, weekly:

Copies printed: 1,482 in 1899
2,534 in 1905

This paper is the only one in Rushville entitled to a place on the PRINTERS' INK Roll of Honor.

Salem, *Democrat*, weekly:

Copies printed: 2,184 in 1899
2,189 in 1900
2,348 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Salem, *Republican-Leader*, weekly:

Copies printed: This paper had credit for an average issue of 1,459 in 1897 and 1,475 in 1899, since which it has not furnished any definite, and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Seymour, *Democrat*, evening and weekly:

Copies printed: For the year 1897 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Seymour, *Republican*, evening and weekly:

Copies printed: Weekly: 1,298 in 1900
1,492 in 1901
1,580 in 1902
1,713 in 1903
1,816 in 1904
1,776 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Shelbyville, *Democrat*, evening;

Shelby Democrat, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper; each has had credit for exceeding 1,000 since 1898, up to and including 1905.

Shelbyville, *Evening Republican*, daily and semi-weekly:

Copies printed: For the year 1899 the semi-weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Shoals, *Martin Co. Republican*, weekly:

Copies printed: This paper had credit for an average issue of 1,041 in 1900 and 1,252 in 1904, since which it has not

furnished a report, but was credited with more than 1,000 in 1905.

South Bend, *Tribune*, evening and weekly:

Copies printed: Daily: 3,692 in 1900
4,226 in 1901
4,861 in 1902
5,718 in 1903
6,539 in 1904
7,205 in 1905

For the year 1901 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

South Bend, *Sunday News*:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

South Bend, *Labor Journal*, semi-monthly:

Copies printed: This paper had credit for an average issue of 1,200 in 1900, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the year 1903, but not so many in 1905.

South Whitley, *Whitley Co. News*, weekly:

Copies printed: This paper had credit for an average issue of 1,280 in 1897 and 2,836 in 1902, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Spencer, *Democrat*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1899 and every year since, including 1905.

Spencer, *Agricultural Epitomist*, monthly:

Copies printed: This paper had credit for an average issue of 204,166 in 1899 and 204,167 in 1903 (a gain of one copy), since which it has not furnished any report, but was credited with more than 75,000 in 1904 and 1905, that being the highest rating the Directory accords when definite information is not to be had.

Sullivan, *Times*, evening; *Democrat*, weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,650 in 1900 and 3,500 in 1905.

Sullivan, *Union*, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Terre Haute, Journal, evening and weekly:

The daily edition of this paper had credit for an average issue of 1,150 for the year 1898, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

The weekly edition has on four separate occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Terre Haute, Star, morning and Sunday:

Copies printed: Daily: 4,920 in 1901
21,283 in 1904
19,640 in 1905
Sunday: 15,395 in 1904
12,542 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Terre Haute, Tribune, evening, Sunday and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 3,409 in 1897 and 10,009 in 1904, since which it has not furnished a report, but was credited with more than 7,500 in 1905.

The Sunday edition had credit for an average issue of 5,426 in 1901, since which time it has not furnished a report, but has been credited with printing more than 4,000 copies in 1903, and more than 7,500 in 1905.

Terre Haute, Spectator, weekly:

Copies printed: For the year 1905 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect.

Terre Haute, Toiler, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1900, but has not since set up any claim for issuing so many.

Thorntown, Argus - Enterprise, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in 1900, but has not since set up any claim for issuing so many.

Tipton, Advocate, evening and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Tipton, Evening Tribune, daily and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,372 in 1899 and 1,500 in 1902, since which it has not furnished a report, but has been credited with more than 1,000 every year since, up to and including 1905.

Tipton, Times, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the weekly has had credit for exceeding 1,000 every year since 1899, up to and including 1905.

Union City, Times, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 6,810 in 1894 and 2,437 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 in 1904 and 1905.

Union City, Eagle, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1897 and 1898, but has not since set up any claim for issuing so many.

Union City, Guest, monthly:

Copies printed: This paper had credit for an average issue of 2,583 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Veedersburg, News, weekly:

Copies printed: This paper had credit for an issue of 2,300 in 1895 and 2,225 in 1903, since which it has not furnished a report, but was credited with more than 1,000 every year since, up to and including 1905.

Versailles, Republican, weekly:

Copies printed: 2,037 in 1898
2,336 in 1901
2,768 in 1902
2,929 in 1903
3,310 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Vevay, Reveille, weekly:

Copies printed: 1,000 in 1903
1,354 in 1904
1,420 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Vincennes, Capital, evening and weekly:

Copies printed: Daily: 1,983, actual average for 1905.

For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Vincennes, Commercial, morning and weekly:

Copies printed: The daily edition of this paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

The weekly edition had credit for issuing more than 1,000 copies regularly in the years 1899 and 1903, but has not

A Complete Revision

The information contained in the 1906 issue of Rowell's American Newspaper Directory, which was **not** contained in the previous volume, you **might** have secured for yourself if you had written to each of the 23,146 publications listed in the 1905 book. Of course, the information that you might gather would tell you nothing of the 3,000 odd papers that are listed this year for the first time, and **might** not tell you of each one of the 2,700 odd papers that are removed from the Directory this year.

Rowell's American Newspaper Directory for 1906 (ready May 21) is the latest work issued which purports to list American Newspapers. It is the only list of the kind which is not issued as a side-line of another business. It is the only newspaper catalogue which insures adequate protection to its users by insisting upon detailed and definite circulation statements.

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